



Shaping neighborhoods — where people & culture thrive.

—
1495 S. 11th Street, Louisville, KY

SOI: Mixed-Use, Mixed-Income Community-Driven Passive Development

Louisville Metro Government RFP # 200168

Metro Louisville, Louisville Forward and the Greater Community

Park Hill Neighborhood
Rhodia Property

**RE:LAND
GROUP**

Lockett & Farley
Architecture | Engineering | Interior Design | Construction

In partnership with Onion Flats + CityVisions Associates

Executive Summary

RE:LAND
GROUP

Luckett & Farley
Architecture | Engineering | Interior Design | Development

Attn: Mary Ellen Wiederwohl
Director of Develop Louisville
444. S. 5th Street
Suite 600
Louisville, KY 40202

To the Rhodia SOI Selection Committee and the Greater Park Hill Community:

There can be no city success, unless everyone succeeds. So many of our communities, especially in West Louisville, have all but been forgotten. Through this Statement of Interest ("SOI") process, our city has the opportunity to ensure Park Hill is no longer forgotten. As my pastor says, "People get caught between conviction and courage. Conviction is a strong belief in something, but courage is actually taking action without fear." Re:land Group desires to partner with the city to be courageous in doing right by the Park Hill residents, and creating a ripple of opportunity in Park Hill, the near University of Louisville campus, downtown Louisville, and beyond.

Re:land Group's vision begins with a strong belief in the people of Park Hill. We can only create real opportunity with the Park Hill residents leading the process. Our vision is also grounded in a development that is intentional about addressing the adverse and historical effects of systemic, institutional racism, redlining, economic disparities, under and unemployment, crime and safety, and gentrification. Being intentional not only means letting the Park Hill community lead, but creating processes, procedures, and new systems, such as creating community land trusts to prevent any adverse effects of gentrification while creating assets and wealth versus simply "believing" they are important.

There can be no success in this development without breaking those entrenched barriers mentioned above and creating real and meaningful opportunities for the residents of Park Hill. We are not here to "save" Park Hill, but to collaborate with its residents and the city in an effort to let the incredible culture, history, and character of a forgotten neighborhood shine with new hope, prosperity, and socioeconomic opportunity for all.

Re:land Group's SOI will lay out how a transformation starts with learning from the Park Hill residents about their neighborhood, their dreams, their culture, their desires and their fears-- something we call "placekeeping." Placekeeping needs a long runway in order for Re:land Group to build trust, and learn from residents. The placekeeping process also defines what makes the most sense for this development from the mouths of residents, so it is imperative to allow flexibility in the final product. Our SOI will outline a transformation that should result in:

1. Minimizing displacement of anyone;
2. The creation of a Community Land Trust to keep the development affordable;
3. Access to new jobs and job training in partnership with the University of Louisville, existing businesses and new businesses being created in the Park Hill Industrial Corridor through

- innovative job growth strategies with direct ties to the community;
4. Beautifully designed and resilient affordable housing, as well as student and market-rate housing that greatly reduces energy consumption, as well as creating healthier indoor environments with optimal performance;
 5. A focus on early childhood education and K-12 success in partnership with JCPS District 1;
 6. Safe neighborhoods;
 7. Walkable access to needed amenities that many of us take for granted like grocery stores and child care;
 8. Better transit routes and availability in partnership with TARC;
 9. Beautiful parks and green-spaces; and
 10. A proposed future redevelopment of Parkway Place to allow for meaningful and sustainable opportunities to be available for all families in and around the Rhodia site.

We want to help create a destination whose core is the existing culture and community bolstered with and by the creative genius of our Master Development Team.

We have also been intentional about creating an incredibly able team of humble partners who are not just experienced, but are committed to putting the needs of the Park Hill community first-- a prerequisite of partnering with Re:land Group. We have created financing models that will bring badly needed outside investment directly into this development, and innovative tax and revenue ideas around pulling many existing and new Park Hill businesses, into the success of this development through sustainable workforce development and job creation. We will also describe how our minority-owned company proposes a community benefits agreement that sets a new standard for affordable housing, green building measures, local hiring and living wages to name a few.

We have spent almost twelve months thinking about the possibilities in our hometown, green buildings with renewable and alternative energy sources, living waterfalls, streets that bolster safe, walkable, more mobile neighborhoods, units with right sized design with close to zero energy bills for low income families, highlighting more of the dream development features and amenities, and how we are striving to "Think Bigger" and beyond what we have seen in Louisville. We see an area of our city that holds immeasurable possibilities for its people. This Park Hill development is long overdue, and we are looking forward to beginning the journey of doing the "impossible" with the Park Hill residents and the city as our partners.

Respectfully submitted,



James H. Beckett
Managing Partner
Re:land Group
james@reland.group
(502) 518-4653

Attn: Mary Ellen Wiederwohl
Director of Develop Louisville
444. S. 5th Street
Suite 600
Louisville, KY 40202

To the Rhodia SOI Selection Committee and the Greater Park Hill Community:

Luckett & Farley is proud to partner with Re:land Group as co-developers to courageously pursue what is right for Park Hill residents. We believe the Rhodia development has the power to be an urban catalyst; improving housing, jobs, and education for the neighborhood and beyond.

Together with Re:land Group we have assembled a group of incredible partners with which we are pursuing this project. Among these are some of the brightest, most creative and passionate people; all with unique and extensive experience relative to this project. But none are experts when it comes to Park Hill like the residents of Park Hill. We will look to them for guidance on our journey together to determine what is right for this project. We will support Re:land Group's placekeeping process to ensure the final plan responds to the desires, hopes, and concerns of the neighborhood.

Re:land Group's mission with Luckett & Farley is to create a destination whose core is to capture and enhance the existing culture and community of Park Hill. We will use our experience in development, architecture, interior design, and engineering to support them in that mission as we continually work to strengthen all of the communities that make Louisville an exciting, diverse, thriving, and compassionate place to live.

Sincerely,



Aric M. Andrew, AIA
President and CEO
Luckett & Farley
aandrew@luckett-farley.com
(502) 585-4181

Our Team

Team.

The Re: Land group has spent the last 12 months building a strategy to enable social and economic change in the West End of Louisville centered around Park Hill and the Rhodia site. To deliver this change we have assembled a team with the expertise, passion and commitment to succeed on behalf of the community. Each one of the partners in this endeavor shares a commitment to lasting change and unrivaled experience and depth across the disciplines they bring to bear for this transformation.

Collectively, we'll work diligently with both neighbors and community partners to ensure the Rhodia Corridor is shaped by both our Park Hill community and neighborhood partners in building an equitable, just, vibrant and connected campus corridor.



Re:land Group
— Louisville, KY

A new MBE urban planning, design and development group, driving sustainable and resilient communities. From inclusive and mixed-income housing to retail and workforce development, centered around a holistic plan — we connect community, private sector and government through placemaking, while leveraging our diversity to create trust.



Lockett & Farley
— Louisville, KY

Lockett & Farley's reputation is built on its unrivaled history of solving complex challenges through design. With over 100 professionals in the company, Lockett & Farley has an extensive team of architects, interior designers, engineers, planners, and developers that can provide the expertise and experience necessary to bring this project to life. Having operated in Louisville since 1853, we're dedicated to projects that help our community grow and thrive.



Onion Flats
— Philadelphia, PA

Our team are leaders in both sustainable development and design with a particular commitment to innovative buildings and communities that strive to manage their own resources. Most uniquely, we bring our expertise as architects, developers, and builders to the table with any design challenge, which means that we are equally inspired by the financial, technical, and design challenges posed in Park Hill. We have used our own development work as a sort of laboratory to explore and test cost-effective building technologies, high-performance, low-energy building standards, and most generally, comprehensive Integrated Project Delivery (IPD) methods to the benefit of our clients' needs and challenges. This proposal reflects and is informed by this experience.



CityVisions Associates, Weyland Ventures
— Louisville, KY

CityVisions Associates offers a team consulting approach highlighting the knowledge and experience of Barry Alberts and Bill Weyland, with added input from the entire Weyland Ventures team. This team approach provides clients with a unique combination of both public and private sector experience unparalleled by other consulting teams. Mr. Alberts' experience in urban planning, urban design and downtown development has resulted in unique, creative, successful and feasible urban revitalization strategies, and Mr. Weyland's architecture and urban design background has been key to his transformation into one of the nation's leading mixed-use, mixed-finance urban development experts, with a track record of success in creating new downtown districts.



Shrewsberry and Associates
— Indianapolis, IN

Shrewsberry is a national DBE/MBE engineering consulting firm known in the industry for their commitment to quality, client service and dedication to the enrichment of our communities. A collaborative of partners who offer professional expertise in an expanding spectrum of disciplines including Civil Engineering, Water Resources Engineering, Transportation Engineering, Aviation Engineering, Traffic Engineering, Roadway Design, Landscape Architecture, Utility Coordination, Permitting, Construction Inspection and Administration, Program Management/Construction Management, and Owner's Technical Representation.



MPACT Strategic Consulting
— Houston, TX and New York

MPACT serves multiple industries with a national presence that spans from New York to California, Texas, Florida, Louisiana and Puerto Rico. MPACT's strategic growth has enabled it to successfully position itself with strong local presence while delivering across its core service lines of Emergency Management and Disaster Recovery; Compliance & Monitoring; Transportation & Mobility; Labor & Workforce Development, Program Management and most recently, Construction Services. These initiatives have led to MPACT being recognized as a national firm that has increased its capacity and presence in the industry amongst much larger competitors and firms. Most recently, MPACT Strategic Consulting was again recognized as one of the fastest growing firms in the US in 2018 and 2019 by Inc. Magazine.

An aerial photograph of the Park Hill housing estate in Sheffield, UK. The image shows a large, multi-story residential building with a prominent green roof that features various garden spaces, including a circular area and several rectangular plots. The building is surrounded by lush green trees and vegetation. In the foreground, a modern, multi-story building with a white facade and a grid-like pattern of windows is visible. To the right, a road with several cars and a yellow double-decker bus is shown. The overall scene is a mix of urban architecture and nature.

**Side by side with
the community
in our mission to
shine a light on
Park Hill.**



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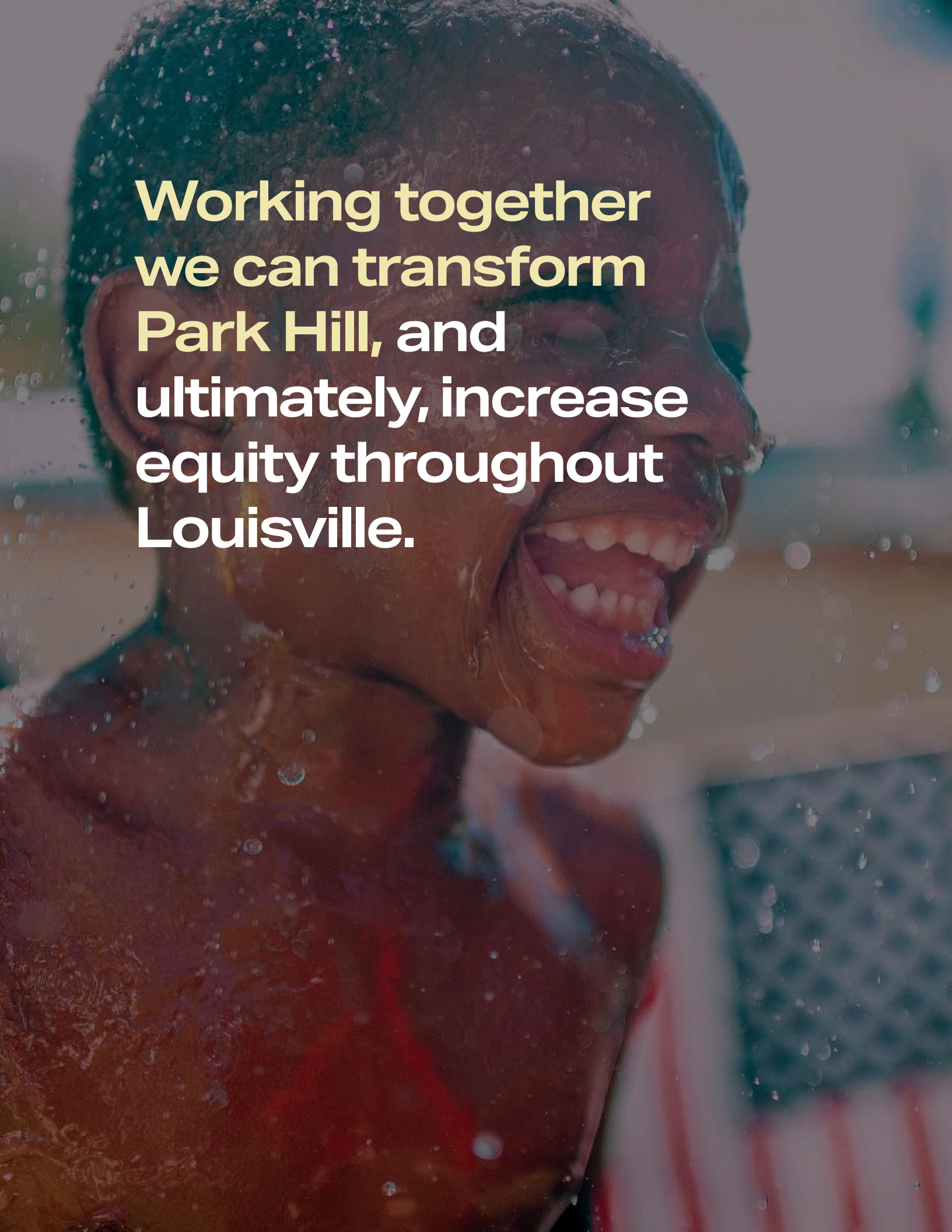
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A close-up, profile shot of a young boy with dark skin, laughing joyfully. His face is covered in water droplets, and his hair is wet. He is wearing a red shirt. The background is blurred, showing a white lattice fence and a red and white striped object. The text is overlaid on the left side of the image.

**Working together
we can transform
Park Hill, and
ultimately, increase
equity throughout
Louisville.**

Park Hill Neighborhood

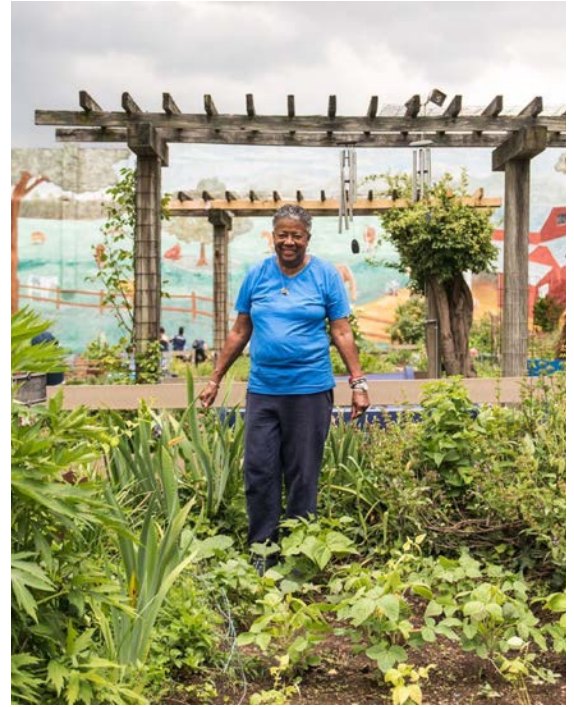
Rhodia Property



Section 01

Why Our Collective?

Our Commitment



We have assembled a team that is united in its deeply held belief that the greater Park Hill community deserves the opportunity to shape and reimagine its own neighborhood from within — to create a more socially just, healthy, sustainable and culturally rich mixed-use, mixed-income community.

We are committed to the idea that the Rhodia development must open the doors for all of Park Hill to access affordable and healthy, live/work environments, new avenues for residents to tap into increased economic opportunity, small business support and space, improved learning conditions, education, spaces to explore and play, and healthy, affordable food and grocery options.

By immersing ourselves in the Park Hill community, through an integrated hands-on approach, alongside the residents and neighboring organizations, we will build genuine relationships to bring the community's voice to the process of rethinking the future of the Rhodia property.

What Park Hill Deserves:

- An organization to sustain and scale its impact, focused on benefitting the Park Hill neighborhood for the long-term
- Students of all backgrounds, genders, income levels, immigration status, or abilities and disabilities to reach their full potential in Park Hill
- Both students and labor force to access a broader set of learning opportunities
- Access to affordable, healthy restaurants and foods through a combination of small restaurants, food trucks, and micro/co-op grocery options
- Opportunity to experience the power of arts, culture, connectivity, public transportation, sustainability, and the benefits of Live, Work, Play development
- To view the Rhodia development as a reflection of their voice being heard and the shared belief in the power of their ideas
- Healthcare professionals to more efficiently provide equitable, affordable care
- For the rest of Louisville to experience and benefit from the creativity, ingenuity and spirit of Park Hill residents, students, artists, entrepreneurs, grassroots activists and families

Our Community-Driven Approach

Using empathy and innovation, Re:land Group approaches affordable housing, public spaces, urban renewal, gentrification and displacement issues head on — turning incentives into neighborhood reinvestment, to drive education, safety, healthcare and workforce development programs.

We approach communities with open arms and listening ears, wanting to truly hear and understand both the essence of all that is socially and culturally great within the community, to the deepest challenges they face ranging from community safety issues to lack of resources and access to healthy food options.

We bring them into our process whole-heartedly, and ask them to help us ideate, shape, and dream of a Park Hill Neighborhood of the future. Residents and neighboring organizations are looking for the investments, tools and resources to lead their neighborhood into the future, not for an outside developer to tell them how it should be.

Through human-centered design and placekeeping strategies, we can help design and discover equitable, sustainable activations and interventions that will allow us to test ideas before committing to development plans and amenities. This allows for a more safe, just, affordable and resilient future for the residents and community partners in the Park Hill neighborhood.

What is human-centered design?

HCD is a collaboration and design toolkit and philosophy that empowers an individual or team to imagine and design

neighborhood or commercial development, services, systems, and experiences that address the core needs of those who experience a problem — the people who use and benefit from them the most.

What is placekeeping?

Often referred to as placemaking or urban resurfacing, placekeeping is the reimagining of public and private spaces where the voice of the community is at the heart of every design and intervention. It's an iterative, transformative approach that inspires residents to create and improve the spaces where they live, work and play. Placemaking shines a light on new and old connections between people and the places they share, while placekeeping holds onto the cultural, economic, social and ecological elements of what has always made that community great.

It's more than just the architecture and urban design of public spaces, placekeeping facilitates the discovery of patterns and connections that define a place and help shape its continual evolution into becoming safer, healthier and more equitable and just.

In short, it's how we collectively shape our public realm to maximize shared value through its roots in community based participation and tangible activations, experiments and listening.



A Collective with a Purpose

Re:land Group

Shaping Impact Investment In Underserved Neighborhoods Where People & Culture Thrive

A new MBE urban planning, design and development group, driving sustainable and resilient communities. From inclusive and mixed-income housing to retail and workforce development, centered around a holistic plan — we connect community, private sector and government through placekeeping, while leveraging our diversity to build lasting trust.



**JAMES
BECKETT**
MANAGING
PARTNER



**TARIK
NALLY**
PARTNER



**SY
SAFI**
PARTNER



**CHRISTOPHER
POSEY**
PARTNER



Our Community-Driven Development Model Centers Around Increasing Equity, Inclusion & Resiliency



**Transit-Oriented
Development**



**Workforce Development
and Job Opportunities**



**Multi-Modal Transit Lanes,
Charging Station**



**Affordable, Sustainable
Energy Operations**



**Greenspace, imagination
playgrounds, Waterfall**



**Health & Wellness Driven
Design and Build**



**Community Gigabit
Internet & Workspaces**



**Education & Wellness,
Access to Retail/Food**



By connecting the community, private sector and government through placemaking and design thinking, while leveraging our diversity to create trust, we can begin to work together to transform neighborhoods, and ultimately, Louisville.



Questions? Please get in touch.

 james@reland.group

Luckett & Farley

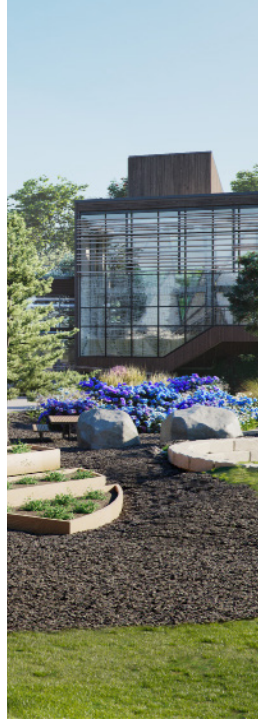
Founded in 1853, Luckett & Farley's reputation is built on its unrivaled history of solving complex challenges through design. The employee owners of Luckett & Farley are committed to improving the lives of all the people, organizations and communities we serve. As a neighbor and stakeholder in the future of the equitable development of our city we are committed to a better future for Park Hill, the West End and all under served areas of our city.

Practices

With over 100 professionals in the company, Luckett & Farley has an extensive team in all disciplines that can provide the resources to meet your project's design needs.

Services

- Architecture
- Master Planning
- Landscape Architecture
- Interior Design
- Procurement
- Mechanical Engineering
- Electrical Engineering
- Plumbing Engineering
- Structural Engineering
- Civil Engineering
- Development Services
- Sustainable Design



Value in Expertise

A defining strength of Luckett & Farley is thought leadership for the markets we serve. Each market-specific design studio reinforces client focus and relevant innovation. This specialized approach ensures each studio is at the forefront of evolving trends for the market and is incorporating relevant innovation into the design of each client project.



CIVIC



CORPORATE COMMERCIAL
& HOSPITALITY



DISTILLED
SPIRITS



GOVERNMENT



HIGHER
EDUCATION



INDUSTRIAL

By the Numbers

166 years in business

100% employee-owned

\$19 million in annual revenue

31 LEED Accredited Professionals

84 technical staff

Onion Flats



Onion Flats (OF) is a development/design/build collective centered in Philadelphia since 1997 with a belief that designing and building are inseparable faces of the same coin and therefore collaborative bridges rather than litigious walls need to be constructed between those who develop, design and build architecture. Our work is grounded in experimentation in order to solve problems creatively and cost-effectively. We treat “sustainability” like “gravity”, not optional if you can afford it, but irresponsible if you can’t. We value listening and responding to a diverse and conflicting set of ideas in a community rather than imposing our own. We are committed to inspiring and activating inhabitants in our work rather than simply housing them.

For over 20 years OF has focused exclusively on the complexities and challenges posed by reimagining the future of sustainable urban communities. We have enthusiastically tackled the difficult and divergent requirements of existing and often historic structures that shape the fabric of these communities, re-contextualizing and returning these former firehouses, factories, and warehouses back into vibrant and thriving neighborhoods. We have stitched broken blocks back together with new interpretations of old housing typologies that respect their existing neighbors without copying them. We have been inspired by the common sense, practical and sustainable ways in which neighborhoods have been historically constructed to provide for and manage all of their own resources and have used that history to inform our own commitments to new communities which are walkable, have a diverse mixture of scales and uses, collect and harness the sun and the earth, produce rather than consume energy, and heal rather than harm the environment.



Onion Flats Architecture (OFA) formerly known as PLUMBOB LLC, is a licensed architectural firm in PA, NJ, NY, DE, MD, and VA. Onion Flats Architecture specializes in sustainable design and building practices and has produced multiple LEED & Passive House Certified projects. Our experience in our own design/build/development projects provides our clients with innovative & cost effective solutions.



Onion Flats Construction (OFC), formerly known as JIG Inc., is the licensed construction/ construction management division of our development/design/build collective. GRASS, a division of OFC, is a licensed green roof and solar systems installer.



PHILOSOPHY OF FIRM

CityVisions Associates is a firm created to plan, design, and develop unique and special urban *places*, not merely buildings or spaces. The careers of its principals have been dedicated to developing innovative and creative approaches tailored to the market, size, density, and culture of the downtown and neighborhoods of specific cities, recognizing their particular assets and understanding the challenges that they face. The results of this approach are unique urban developments that best take advantage of their settings, and within them contain a mix of appropriate uses whose energy helps create new destinations and serve as catalysts for district-wide redevelopment initiatives.

URBAN PLANNING, URBAN DESIGN, REAL ESTATE DEVELOPMENT

CityVisions Associates includes in-house a full range of services ranging from urban planning and urban design, to real estate project development feasibility and assessment, to the development of property in urban downtowns and neighborhoods. This range of services covers the full spectrum of urban real estate development, and its principals can call on a successful track record of project development steeped in the realities of the urban marketplace. The firm is adept and experienced in understanding the complexities of urban development as well as the public/private partnerships critical to their success.



Shrewsberry & Associates



SHREWSBERRY & ASSOCIATES, LLC (SHREWSBERRY) is a national DBE/MBE engineering consulting firm known for our commitment to quality, client service, and our dedication to the enrichment of our communities. Shrewsberry was established in 2001 to provide unmatched engineering and consulting services and to recruit, train and mentor a diverse group of professionals. Shrewsberry's core competencies and experiences are in Civil Engineering, Landscape Architecture and Construction Services.

The **Engineering Services Division** serves the specialty areas of: roads, water resources, aviation, traffic engineering, site civil engineering, sustainable infrastructure design, greenways and trails. Our services include planning, bidding, funding analysis, cost estimation, modeling, design, construction administration, permitting, and utility coordination for all aspects of these areas. In conjunction with our construction services division, we are able to offer a broad array of civil engineering services that support the management of field assessments, facilities planning, modeling, airport planning, airfield design, sanitary sewer overflows, combined sewer overflows, wastewater treatment, and other water-related issues.

The **Landscape Architecture Division** brings together dedicated staff who are committed to assuring projects are not only aesthetically pleasing, but are also functional, safe, enticing for economic development, and stand the test of time. Our expertise incorporates cost effective, sustainable, and maintenance conscious design solutions for streetscapes, pedestrian ways, and public gathering spaces balanced by exceptional verbal and graphic communication skills. As project liaisons serving on multidisciplinary teams, our Landscape Architects speak the language of design and engineering and successfully integrate design disciplines with proven results on varying project types.

The **Construction Services Division** operates as an extension of the owner's staff through the program development, design and construction phases. Our staff includes individuals experienced in construction management, contract administration, and construction inspection. We have many certified technicians on staff and also a group of inspectors experienced in aviation construction inspection. Shrewsberry has construction management staff who are LEED® Accredited Professionals for sustainable designed projects. Our program management staff is unparalleled in leading and delivering large, complex projects.

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INDIANAPOLIS • CINCINNATI • LOUISVILLE • NASHVILLE • DALLAS • DENVER • SEATTLE • WASHINGTON D.C.

MPACT Strategic Consulting LLC

MPACT Strategic Consulting LLC (MPACT) is a consulting and advisory services firm specializing in Emergency Management and Disaster Recovery. Our team provides leadership and expertise in Program Strategy & Design, Grant Administration & Program Management, and Emergency Preparedness, Response, Recovery and Resiliency. Our team has led and participated in disaster recovery implementations from start-up operations to closeout for multiple grantees and federally funded programs. We specialize in project management, grant administration, communication & outreach, case management, training and compliance & monitoring services. MPACT is also a certified Minority Business Enterprise (MBE) and Disadvantaged Business Enterprise (DBE) and federal small business 8(a) certified firm.

The MPACT team of consultants are instrumental in providing FEMA and HUD Community Development Block Grant for Disaster Recovery (CDBG-DR) grant management and disaster recovery assistance to Federal, State and local government entities. Our experienced team has participated in multiple federally funded disaster recovery programs and projects valued at \$100 million to over \$25 Billion. In addition to these roles, our team members have consulted and led FEMA and CDBG-DR funded programs that required expert technical assistance including policy development, regulatory support & analysis, project management, program design & implementation, regulatory & compliance monitoring, response planning, fiscal management, training and vendor oversight & management.

SERVICES AND CAPABILITIES



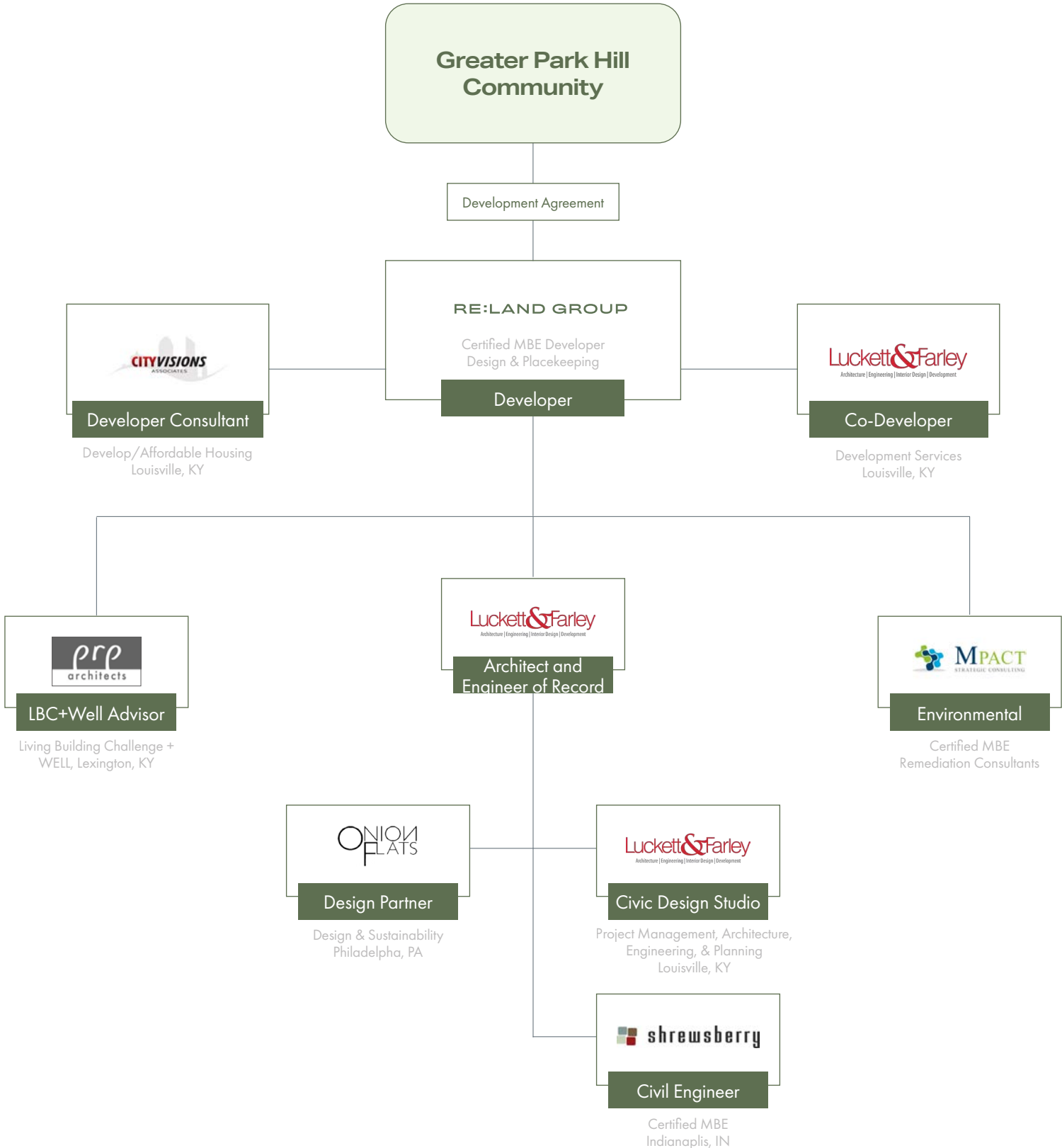
Who We Are - Our Public Sector Practice

We assist Federal, State and local governments to find efficient and effective solutions to increase accountability & transparency, improve the quality of life for communities and people they serve, and help them achieve their public sector mission.

MPACT Strategic Consulting works collaboratively with our clients to plan, design and implement programs and strategies that lead to better outcomes. Our team provides relevant experience and expertise to assist clients to implement solutions that employ rigorous strategic

Organizational Chart

Our intentional, unique development, design and engineering team structure allows for community engagement, fundraising, planning, design, development to all be achieved at the highest national levels, while maintaining our commitment to a more sustainable, culturally rich and socially just neighborhood development process and plan.



Re:land Group



Managing Partner of Re:land Group

Jim Beckett

Entrepreneur and lawyer with 25+ years in Fortune 500 commercial executive leadership, both domestic and international, with corporate law firms, in-house counsel, and founding and exiting a legaltech startup. Louisville Urban League Young Professionals founding member, as well as West End School mentor and volunteer.



Partner of Re:land Group

Sy Safi

22+ years in sustainable, socially just and culturally rich development, design and construction in commercial and residential sectors. International award winning sustainability work and advisor to leading green organizations.



Partner of Re:land Group

Christopher Posey

21+ years in federal grant management around community and economic development, and engagement in more than \$5 billion in hurricane recovery, and rebuilding efforts in NYC, New Orleans and the U.S. Virgin Islands.

Re:land Group



Partner of Re:land Group

Tarik Nally

Design thinking, placemaking, community and entrepreneurship leader 15+ years working with cities, non-profits, global brands and startups. Invested in social impact companies and advisor on sustainability, equity and inclusion.



Re:land Group Advisor & Partner of Velo Group

Carla Dearing

Founded in late 2019, Velo Group provides consulting services on strategy, growth and financial management, CFO contractor and fund administration services.

Luckett & Farley



President & CEO of Luckett & Farley

Aric Andrew, AIA

Aric has instilled his passion for design at Luckett & Farley by focusing on providing a superior design experience, establishing thought-leadership and creating a culture of employee ownership. Aric understands thriving communities make a city better for all residents and this belief has led him to create projects in Louisville's West End to deliver equitable opportunities for education, wellness and the arts. Aric was instrumental in creating Luckett & Farley Development, LLC, as a mechanism to affect change in our community.



President of Luckett & Farley Development, LLC

Timothy Pitcher

Tim began his professional career in construction as a project manager. Over the years, involvement in construction and development projects around the world, including Japan, Hungary, Poland, Holland, as well as the United States, gave him extensive knowledge of commercial, institutional and industrial structures, retail stores, shopping centers, office parks and office buildings. As the President of Luckett & Farley Development Tim has drawn on his experience to create a range of mixed-use projects which will transform the communities they are a part of.



Vice President of Operations of Luckett & Farley Development, LLC

Neil Morgan

Neil has worked in various development and property management roles for the past 17 years. He has specialized in contract negotiation and management, economic development, facilities management, program management, sustainability, government contracting, government procurement, and community outreach. Neil has a proven ability to achieve outstanding bottom line results through effective communication and leadership at all levels. The skills he honed after more than a decade working for a federal government agency are highly sought after and he has been asked to start several organizations and programs from the ground up.



Market Director, Civic Studio of Luckett & Farley

Boz Lindgren, AIA

Boz has served in multiple functions at Luckett & Farley, including Architectural Department Manager, Director of Operations, and most recently as Principal. His entrance into the architectural industry was through a healthcare planning firm, though his passion now lies in Louisville. Boz continues to provide excellent customer service and attention to detail for local government and nonprofits. He is responsible for overseeing projects from beginning to end, including client relations, programming, design, and construction administration.

Onion Flats



President and CEO of Onion Flats

Tim McDonald

Timothy McDonald is the President and CEO of Onion Flats LLC. Tim is a licensed architect in Pennsylvania and New Jersey. In 1997, with his brother Patrick, he co-founded Onion Flats LLC; a Philadelphia based real estate development/design/build firm. Tim has been an adjunct Professor of Architecture at Philadelphia University, Temple University, University of Calgary, and University of Pennsylvania. As a partner in Onion Flats, Tim's role is Lead Architect and Construction Manager for many of Onion Flats' projects. In 2005, Tim and his brothers Pat and John, in conjunction with Howard Steinberg formed the architecture firm Plumbob, LLC and JIG, Inc., a General Contracting, Construction Management and Green Roof company, allowing this team to provide full design-build services for both clients and their own developments. Additionally, Tim is a Certified LEED Accredited Professional and Passive House Certified Consultant and Tradesman.



Chief Finance Officer of Onion Flats

Howard Steinberg

Howard is the Chief Financial Officer of Onion Flats. He is a Registered Architect in the State of Pennsylvania, New Jersey, New York, Delaware, Maryland and Virginia. In 1987, he received his Bachelor of Arts degree in Environmental Design from the University of Pennsylvania, Philadelphia, PA and in 1990 and 1991 respectively, he received a Masters Degree in Architecture and a Masters degree in Construction Management, both from Washington University, Saint Louis, MO.. Howard has worked for several Architectural, Construction Management and Development firms since 1991, and served as Vice President of Design and Construction for Scannapieco Development and Switzenbaum Realty Capital, and as a partner in Overbrook Investment Properties, LLC. In 2005, Howard joined the Onion Flats team and created the architecture firm of Plumbob, LLC and JIG, Inc., a General Contracting and Construction Management / Certified Green Roof design and installation company allowing the Onion Flats team to provide full design-build services for both clients and their own developments. Additionally, Howard is a Certified LEED Accredited Professional, and Certified Passive House Tradesman.

CityVisions Associates



Chief Strategy Officer of CityVisions Associates

Bill Weyland

An award winning architect, developer and real estate broker Bill has committed much of his career to revitalizing downtown Louisville. As Chief Strategy Officer of Weyland Ventures, Bill created the famous 10-story baseball bat and the Louisville Slugger Factory & Museum. Known for a variety of challenging historic renovations, Bill is highly regarded for his knowledge on redevelopment and historic tax credits. His portfolio touts numerous urban mixed use redevelopment projects such as the Henry Clay (Clay Commons District), Glassworks District, Whiskey Row and the Edison Center. New construction projects include ZirMed, The Quad, Hilton Garden Inn and 8UP, a rooftop restaurant recently recognized as one of the 100 Hottest Restaurants in America. Beyond Louisville, current expansion projects are underway near St. Paul, Minnesota and Dayton, Ohio.



Managing Partner of CityVisions Associates

Barry Alberts

A native of New York City and a graduate of Harvard University's Graduate School of Design, Barry is the Managing Partner of CityVisions, a consulting firm specializing in urban real estate development, and urban planning and design. Current and recent projects include the transformation of HH Richardson-designed former psychiatric asylum (Buffalo NY) into a boutique hotel; redevelopment of the Old Fayette County Courthouse in Lexington; revitalization of the riverfront in Owensboro, KY; and redeveloping downtown districts in Louisville, Dayton and Minneapolis through affiliate development partner, Weyland Ventures.

Shrewsberry & Associates



Founder of Shrewsberry & Associates

William Shrewsberry

Bill Shrewsberry founded Shrewsberry & Associates in 2001. Bill previously retired from Indiana Bell/Ameritech after 27 years in management. In his career, Bill has also held several public offices, including Deputy Mayor of the City of Indianapolis, Executive Director of the White River State Park, Commissioner of Indiana Department of Administration and Executive Assistant to Governor Evan Bayh.



President of Shrewsberry & Associates

Anthony Warren

Anthony serves as President for Shrewsberry & Associates. He holds a Doctor of Philosophy, a Master of Science and a Bachelor of Science degree in Chemical Engineering. Prior to joining Shrewsberry & Associates, Anthony spent 19 years in Corporate America, holding various leadership positions. He is a results-oriented experienced business, technology, and growth executive with proven ability to drive results and lead strategic initiatives. Anthony has demonstrated experience with driving profitable business growth, continuous improvement programs, identifying and sharing best-practices, leading change management, product life cycle management, and new technology commercialization. He is a collaborative leader with a strong background in business, operations, Six Sigma, and engineering, focused on technical businesses in multiple industries.

MPACT Strategic Consulting LLC



Project Principal/ Subject Matter Expert of MPACT Strategic Consulting LLC

Spurgeon Robinson

Possesses over 20 years of broad consulting experience in both the public and private sector including seven (11) years of direct experience managing HUD funded Community Development Block Grant Disaster Recovery (CDBG-DR) and Federal Emergency Management Agency (FEMA) projects for State and local governments. He has provided technical assistance, grant management, policy development, and oversight and direct project management for multiple natural disasters across the United States including some of the largest and costliest disasters in recent history. He has participated in response and recovery for natural disasters exceeding \$50B in HUD CDBG-DR and FEMA grant funds and provided grant administration and recovery efforts that required mobilization of large teams and personnel. He has managed multiple successful programs for HUD including overseeing the financial management of federal funds that have been audited with no findings or de-obligations.



Environmental Manager of MPACT Strategic Consulting LLC

Gilbert Martinez

Gilbert Martinez is a qualified Environmental Management professional, with extensive experience in HUD CDBG-DR Grant Program Administration. Mr. Martinez also has significant experience in HUD Environmental compliance in the State of Texas and has held roles where he was responsible for Environmental compliance oversight and training for HUD CDBG-DR subrecipients throughout the Texas Gulf Coast region.

Mr. Martinez has familiarity and established strong relationships with local municipalities and Federal, State, and Local coordinating agencies. He has worked with the Texas Historical Commission to help draft Memoranda of Agreements and other regulatory agencies to streamline processes for HUD Part 58 Environmental review processes.

Having worked on Hurricanes Rita, Ike, and Dolly in the State of Texas, the addition of Mr. Martinez to our team will provide a historical aspect to our delivery which will help move environmental reviews along diligently with special attention given to viable solutions that work for local communities.

Partners



Early in 2020, Re:land Group was introduced to Pastor H. Wayne Colbert, Senior Pastor at Kingdom Land Baptist Church, a cornerstone in the Park Hill community for over 52 years, ministering hope to the residents of Parkway and the surrounding Park Hill community. We spent time at Kingdom Land with Pastor Colbert as he shared the current challenges of his ministry, and his vision of the church's role in "transforming" people to help break the continual cycle of poverty.

Kingdom Land has been successfully changing lives under Pastor Colbert's leadership for the last 26 years. Over the last four months, we have been developing a relationship and listening to Pastor's challenges and hopes for the redevelopment of Rhodia and Parkway Place. Kingdom Land's leadership team is very aware of Re:land Group's vision and is supportive of working in collaboration to do the "impossible." Pastor Colbert has submitted a letter in support of our vision and commitment to work with our team and the greater Park Hill community.

Pastor Colbert has invited Re:land Group to come meet with church members once social distancing is relaxed and to introduce our team to key community stakeholders as we focus on gaining an even deeper understanding of this culturally rich neighborhood.



On behalf of President Neeli Bendapudi, the University of Louisville (UofL), after reviewing Re:land Group's plan and vision for the Rhodia site and beyond, has pledged its support in the way of partnership (see attached letter in support). Re:land Group shared its vision and specific plans with Dr. Ralph Fitzpatrick, Vice President for Community Engagement, Michael Wade Smith, Chief of Staff & External Affairs, and Mark Watkins, Chief Operating Officer. The vision and opportunity were immediately understood and the group began thinking of the larger UofL stakeholders who needed to be active participants in helping bring this vision to fruition. Park Hill's close proximity to UofL and many of its properties creates incredible synergies around this partnership.

Specifically, in collaboration with UofL's Signature Partnership Initiative, UofL will:

1. Provide programming support for instruction, research and service for the benefit of the Park Hill neighborhood and community;
2. Leverage workforce development relationships and strategies in partnership with the Park Hill community, businesses, and both civic and government leaders;
3. Help develop a mix of economic activities to address unemployment and improving standards of life; and
4. Focus on partnerships in the social-service sector and health-care in Park Hill, to promote social well being and close gaps in health disparities and inequities.

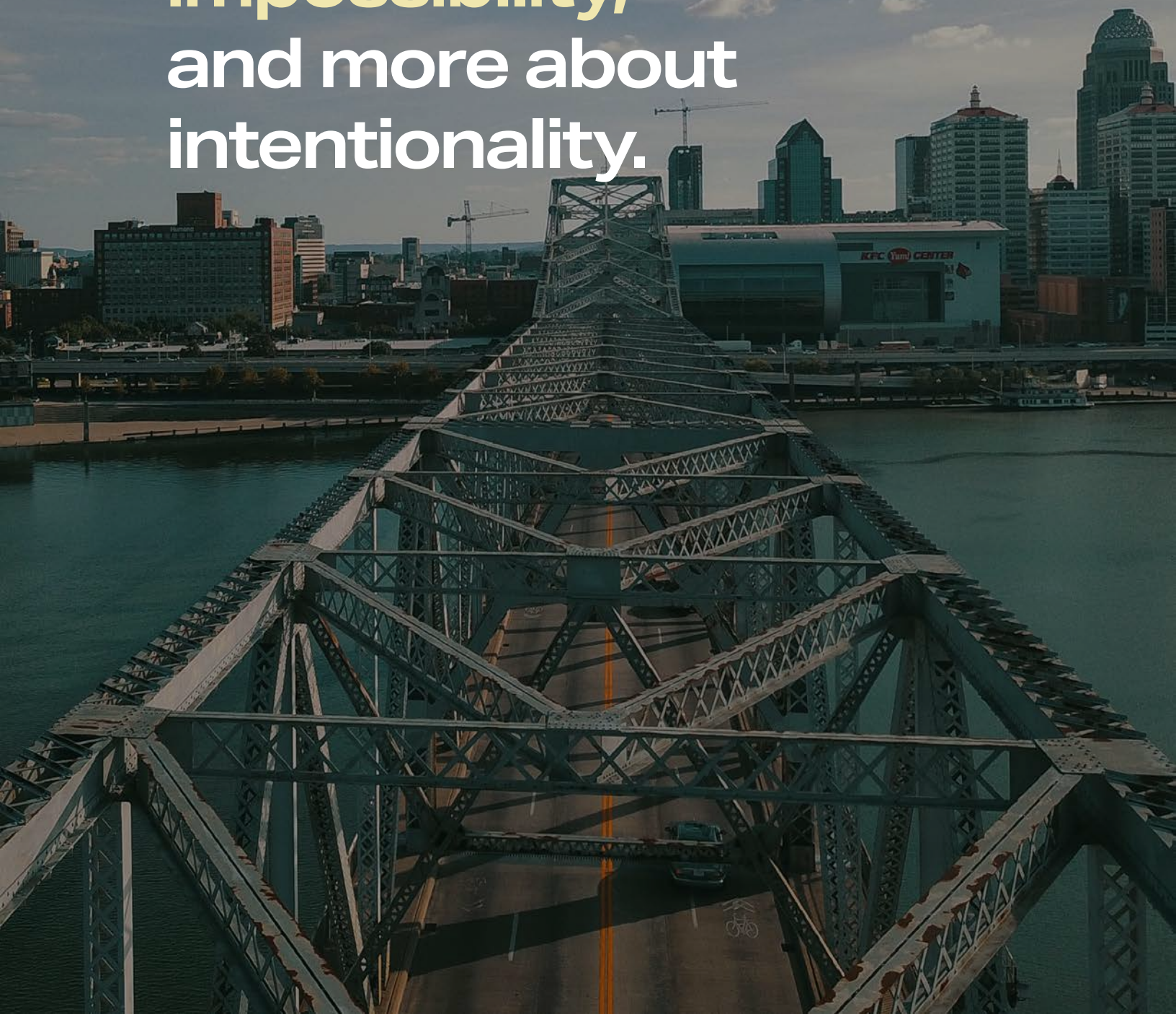


Ben Reno-Weber, Director of the Future of Work Initiative, has agreed to partner with Re:land Group to help address the gap in technology education and presence in Park Hill. Ben has been aware of Re:land Group's vision for a transformative Rhodia site and Parkway Place, months before taking on his role as Director of the Future of Work Initiative. Agreeing on the considerable absence of a technology presence in most of the West End, Ben has agreed to help work with Re:land Group to procure a grant for a tech incubator in the proposed development. The incubator would, among other things, focus on black-led tech companies and coders, to not only hone the development of their respective companies, but mentor and uplift the residents inside and around proposed future Rhodia and Parkway Place transformation.

Organizations We Aim to Bring Into Our Process



Embracing
the impossible
is less about
impossibility,
and more about
intentionality.



Park Hill Neighborhood

Rhodia Property



Section 02

**Louisville's Greater Opportunity &
Compatibility**

Park Hill Reimagined: A Community That Never Has To Leave

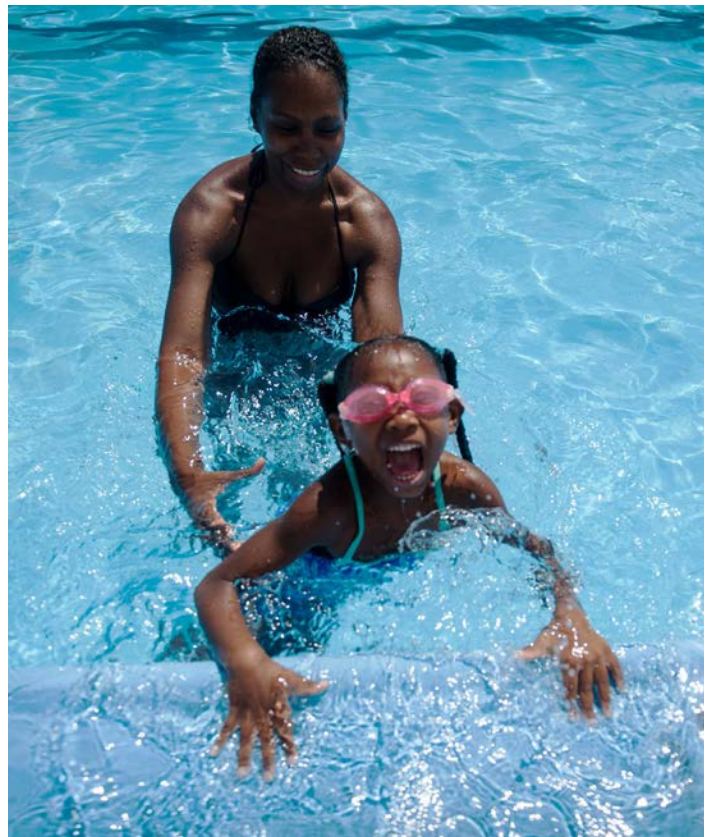
Imagine Park Hill, teaming with long-time residents and new neighbors of varying income levels. A community shopping, working, studying, playing, learning, teaching, praying, helping, mentoring, sharing, visiting, and living....together. Beautifully designed and resilient living spaces, new jobs and a commitment to hire from the community. Imagination parks, walking paths, amenities to address the food desert and other retail gaps, and no one having to leave due to being outpriced by property values. Quality of life goes up, achievement gaps begin to close, and the winds of opportunity and investment in the disenfranchised blow strong.

These are the possibilities Re:land Group Group and its partners know can happen. These are the possibilities that the current residents of Park Hill deserve. These possibilities can become reality with committed partners who share a belief in the possibilities and are committed to making it happen.

The neighborhood leads, the developers learn, and the result is what matters most to the residents. This can absolutely be Park Hill.

Few visions are impossible. Unfortunately, many visions end up as plans on a shelf because of the lack of courage, intentionality and an aligned purpose that focuses on the belief in the existing community. Re:land Group embraces the “impossible”, because we know none of this is actually impossible. We just need intentionality.

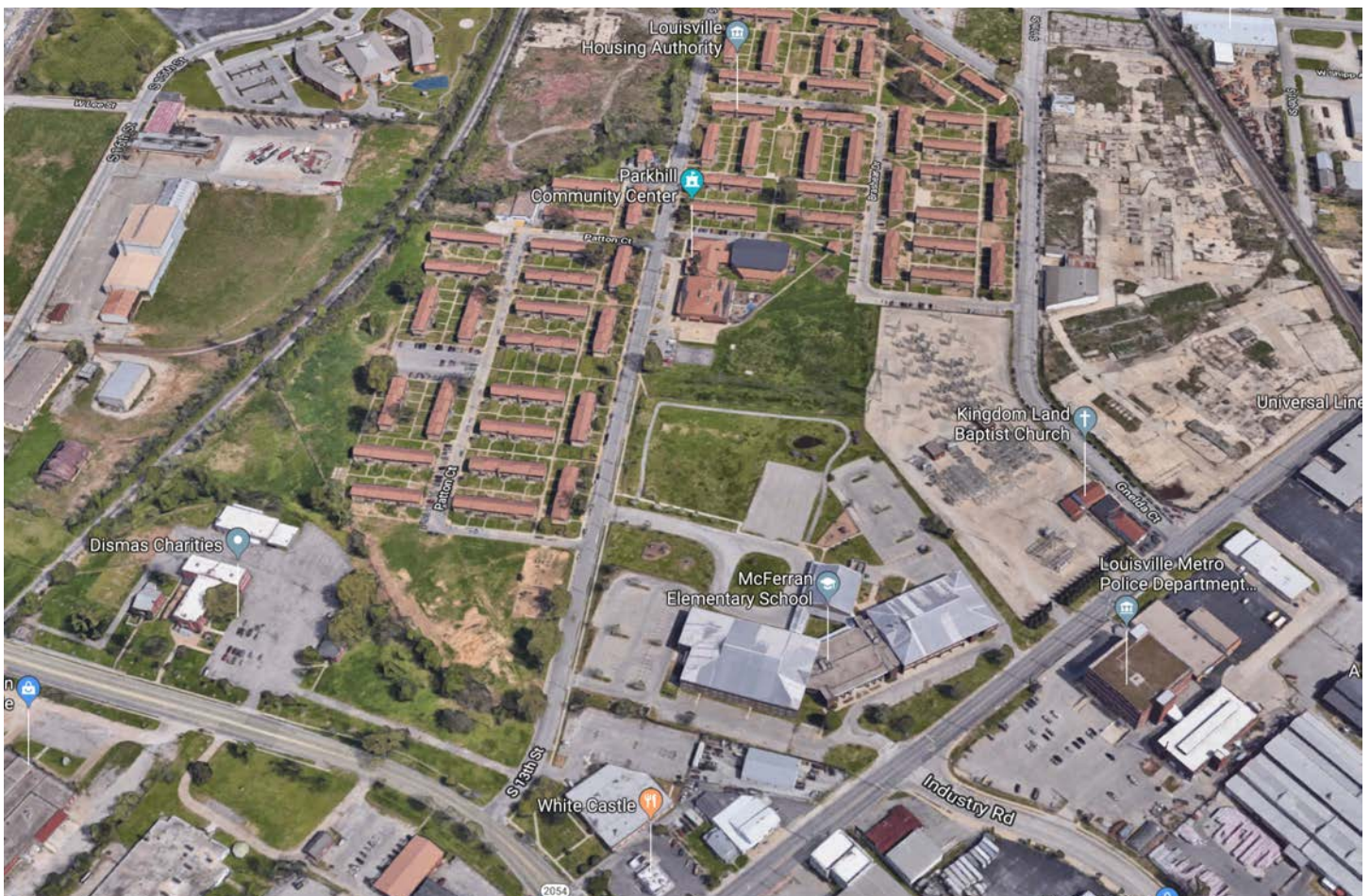
In 2009, Louisville Jefferson County Metro Government Economic Development Department released an implementation strategy for the “Park Hill Industrial Corridor” (“Implementation Strategy”). The Park Hill Industrial Corridor totaled 1,400 acres between the California and Old Louisville neighborhoods. The city and county Cornerstone 2020 Vision Statement held, among other things, that:



"Community residents share a sense of place and take great pride in their established and emerging neighborhoods which are culturally and economically diverse...Economic and educational opportunities are available to all residents, in every neighborhood...Every neighborhood is a safe place to live... nothing less than the best of the past merged with the best of the future, creating a community where all residents can grow and prosper."

The committee and partners helping create the Implementation Strategy had the best of intentions, but the plan still sits. The Park Hill Industrial Corridor was identified as holding unique opportunities for economic development and could serve as an economic catalyst based on availability of land, proximity to rail, highways, the airport, downtown and its closest and most popular neighbor — the University of Louisville. Businesses would have unique opportunities to tap into a labor force from within the neighborhood, and the universities in and around the Park Hill neighborhood.

Market studies done in 2008 supported redevelopment on many fronts with a focus on mobility access, infrastructure, and job creation through business attraction and workforce development — with a potential unique opportunity for entrepreneurial companies, retail establishment, and a strong connection to and with the University of Louisville. The studies made it clear that a plan for Parkway Place, environmental realities, and the real and perceived issue of safety as barriers to redevelopment were critical.



“More than simply providing additional land capacity for industrial, commercial, or institutional uses, the Park Hill Industrial Corridor area provides an opportunity to create a vibrant and healthy place to live and work.” Economics Research Associates Park Hill Industrial Corridor Revitalization — Market Analysis, 2008

Addressing Parkway Place in particular, the Implementation Strategy suggested a strategy of displacement by “scattering” Parkway Place residents around the city. Re:land Group believes strongly that this aspect of the plan grossly contradicts the words of the 2008 study quoted above. A displacement strategy would further support the adverse institutional practices that have doomed an entire community since the 1940s. Parkway Place must have a plan for any successful development to take place on the Rhodia property. Many of the residents of Parkway Place stated that “tearing down the current housing site” and building anew was a key wish.

How could a Parkway Place transformation work? Housing Authorities such as the Housing Authority of the City of Milwaukee, have entered into public-private partnerships to completely renovate the public housing, and fund major renovations on a consistent schedule. The program familiar to Louisville Metro Housing Authority (LMHA) is a Rental Assistance Demonstration (RAD). The RAD platform brings in new capital for new renovation, and can keep the land ownership with LMHA. Building trust with LMHA and the residents of Parkway Place is the only way this opportunity succeeds. While Parkway Place is not considered in the first phase for this development, selected residents from Parkway Place would have the opportunity to be new residents of the new development on the Rhodia. So the real issue in solving these challenges can only be done by those who are intentional about creating solutions with the existing neighborhood and other critical partners such as the City of Louisville.

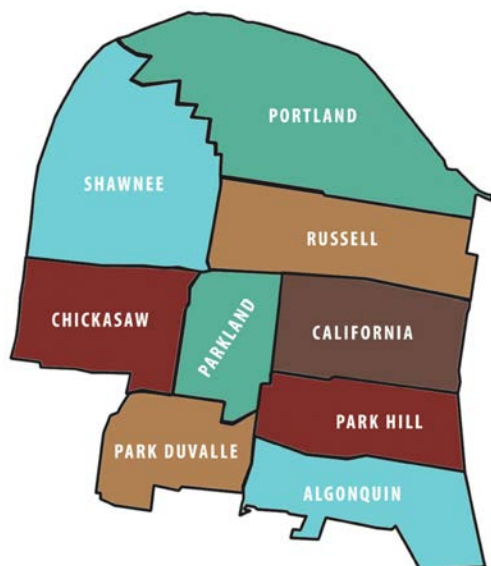


It is with that in mind that Re:land Group and its partners cannot stress enough the importance of creating more affordable housing, while creating a market for student housing and market-rate housing as well. Housing that would give the workforce an opportunity to stay in their neighborhood or for “new to the area” employees — a vibrant place to live and play close to their employer and other critical amenities lacking in Park Hill. The City of Louisville’s 2020–2024 Consolidated Plan puts closing the affordable housing gap at the top of Metro Housing Authority’s priorities, but we want to take it a step further with affordable housing that strives for the certification under Living Building Challenge, Passive House and WELL Building Standard, all further detailed in our submission.

Increasing mobility for residents and students in and around the Rhodia property and Parkway Place was highlighted as a critical need in the Implementation Strategy. Re:land Group shared with the city that we have been in discussions with TARC to address the lack of suitable mobility options in the Park Hill neighborhood. Specifically, thinking about mobility and locations critical for ease of access in the form of a Transit Oriented Development (TOD). In collaboration with TARC, a TOD will allow for thoughtful design around mobility with locations such as downtown, Riverport, the surrounding universities, UPS, and the airport as crucial for the Park Hill community. TODs also have a positive economic impact ripple in urban centers like Cleveland. We believe strongly that a TOD in Park Hill would have positive reach up and down 7th Street, as well as along Algonquin Parkway and Hill Street.

The opportunity to collaborate with residents and the city in “creating a vibrant and healthy place to live and work” — or as Re:land Group says in a slightly different manner — “Socially Just, Culturally Rich...An Affordable Live & Play Destination” — sits at the heart of Re:land Group’s purpose-driven mission and vision. However, it is critically important to note that this opportunity cannot be achieved without a level of intentionality as stated earlier. We plan to address head on the challenging history of redlining, economic disparities, under and unemployment, gentrification, systematic institutional racism, education, health and wellness, as well as crime and safety.

Specifically, we will work on implementing a Community Land Trust to prevent unwanted gentrification and have proposed identifying assets in the new development that the neighborhood owns over time that can help break cycles of poverty and begin to generate new equity. The Lakeside Swimming Club is an example of neighborhood ownership.



Lost on many developers is that there can be no sustainable redevelopment without a holistic plan. Residential and commercial buildings with jobs alone do not make a thriving socially just and culturally rich community. A holistic plan demands partnering with many people and organizations throughout our community, including Louisville Metro Government. Re:land Group and its partners stand ready to serve as the conduit to a holistic development versus one just focused on physical structures. Examples of partnerships Re:land Group either has already begun or will invite to address matters of education, healthcare, job creation beyond construction, safety, and ministry include:

1. The University of Louisville: early childhood education, K-12, and Workforce Development and Job Creation;
2. Kingdom Land Baptist Church;
3. JCPS Board members;
4. Office for Safe & Healthy Neighborhoods;
5. United Community – Metro United Way

Consistency with the Park Hill Industrial Corridor Plan	
Park Hill Industrial Corridor Implementation Strategy	ReLand Implementation Proposed Vision
Businesses - Many existing businesses have no desire to leave. They want to stay in the corridor and expand their operations.	
<ul style="list-style-type: none"> ▪ Re-establish a network of easily-navigated streets. ▪ Establish an intuitive near-term truck route to I-65 S that minimizes impacts to neighborhoods and the university. ▪ Accommodate a variety of building sizes, shapes, and character. ▪ Repair or upgrade railroad crossings. 	<ul style="list-style-type: none"> ▪ Work with TARC and the Regional Transportation Council (RTC) of the Kentuckiana Regional Planning and Development Agency (KIPDA) to identify the area as a target area for investment and additional planning. ▪ ReLand has an accomplished design team to assist in the refacing of buildings and façade improvement vision to help accommodate a variety of building sizes, shapes, and character, including historic preservation prepared to engage the community in design charrettes and forums.
Neighborhoods and Residents Current residents desire change and improvements to the neighborhoods.	
<ul style="list-style-type: none"> ▪ Create a “win-win” situation for both corridor businesses and surrounding communities. ▪ Establish an intuitive near-term truck route to I-65 S that minimizes impacts to neighborhoods and the university. ▪ Re-establish a network of easily-navigated streets. ▪ Increase accessibility to transit systems. ▪ Encourage retail commercial services. 	<ul style="list-style-type: none"> ▪ Incentivize Expansion and Growth through the utilization of TIF that will provide business with low interest loans to expand business, purchase equipment, building repairs, employment training, and other key purchases. These loans are tied to job creation and “neighborhood first” hiring agreements identified within and a part of a Community Benefits Agreement (CBA). ▪ Set a high level of commitment to minority and women-owned businesses for contracting, including the federal¹ requirement for hiring low-and-moderate income persons and businesses to participate in the redevelopment of the neighborhood. ▪ Work with TARC and the Regional Transportation Council (RTC) of the Kentuckiana Regional Planning and Development Agency (KIPDA) to identify the area as a target area for investment and additional planning.

Consistency with the Park Hill Industrial Corridor Plan	
Institutions Churches want to help train or prepare the workforce.	
<ul style="list-style-type: none"> ▪ Look for strategic partnerships with the churches and schools. ▪ Engage the University of Louisville as a partner. 	<ul style="list-style-type: none"> ▪ ReLand has established a partnerships with the University of Louisville Signature Partnership ▪ ReLand has establish a partnership with one of the oldest, neighborhood, faith-based institution in the neighborhood, Kingdom Land. ▪ ReLand will work with other non-profit and faith-based community organizations such as the Urban League and Simmons College of Kentucky, a local HBCU.
Development Advisors	
The corridor has many strengths and much potential	
<ul style="list-style-type: none"> ▪ Focus attention on the most visible and accessible areas first. ▪ Accommodate a variety of building sizes, shapes, and character. ▪ Streamline the zoning and site plan approval process for new development. 	<ul style="list-style-type: none"> ▪ ReLand is submitting a response to one of the key, most challenging, environmentally contaminated pieces of real estate in the neighborhood, the 17 acre Rhodia site. ▪ Work with Louisville Forward and the Louisville Metro Planning Commission to streamline and fast track any needed development planning and zoning needs and requirements.
Public at Large	
Lack of awareness is as much of a problem as negative perceptions	
<ul style="list-style-type: none"> ▪ Increase accessibility to transit systems. ▪ Area feels neglected. Clean it up! ▪ Find a new name/identity for the Industrial Corridor—Park Hill and Parkway Place have become interchangeable. 	<ul style="list-style-type: none"> ▪ ReLand has identified TARC as a partner to discuss a more Transit-Oriented Development for the area. ▪ ReLand is seeking to leverage much needed outside and private capital via the time-limited Opportunity Zone Funding and Financing mechanism. ▪ ReLand envisions a year-long Place Keeping engagement strategy to work with the neighborhood to Relmage the area, including potential new branding.
Contrast, Consensus, and key takeaways on Park Way Place	
<ul style="list-style-type: none"> ▪ Immediately west of the Rhodia site is the Louisville Metro Housing Authority's (LMHA) 35-acre Parkway Place Apartments public housing complex. LMHA has instituted a policy that all new public housing be transitioned to a "scattered site" model to address the social problems that have resulted from concentrated poverty in one place. This means that the 637 housing units at Parkway Place Apartments will one day be moved to other locations throughout the city. ▪ The drug-related crime in and around the corridor would likely decrease if housing units at Parkway Place were redistributed elsewhere throughout the city. From a crime prevention standpoint, redevelopment of the Parkway Place public housing complex would be a win-win result for the Industrial Corridor and Old Louisville. Principles of Crime Prevention Through Environmental Design (CPTED) should be followed as physical improvements are made within the Industrial Corridor. ▪ At the point when all public housing units are relocated elsewhere, the remainder of Parkway Place represents more than 28 acres of potential industrial development ▪ At the point when the public housing units are relocated elsewhere in the city, the Parkway Place property should be used to develop a cluster of businesses. 	<ul style="list-style-type: none"> ▪ A larger vision can connect both an existing industrial corridor and the residents of the public housing complex to create a win-win strategy that is beneficial to all parties concerned without relocation and/or minimizing displacement. ▪ The Rhodia site offers an opportunity to execute a well thought out transition and relocation plan for residents of the public housing complex in partnership with Louisville Metro Housing Authority in order to leverage outside, private capital in a manner consistent with local affordable housing and mixed income, mixed used strategy consistent with the larger Louisville Metro Comprehensive Plan. ▪ ReLand's vision to utilize a Mixed Use Development as defined within the Louisville Metro 2020 Comprehensive Plan, whereas office, commercial, residential, and institutional can be combined on a singular site. ▪ ReLand's vision to include TARC early in the planning to support the 2020 Cornerstone goal of creating Rapid Transit Corridors by considering the density/transit ratio. ▪ ReLand's vision to support the 2020 Comprehensive Land Use Plan's goal of site design for Mixed Use that relates the possible development of a Town Center Form District with a focus on community design, land use, and site design. The goal here is to create an area that offers many diverse housing options and choices with minimal needs to drive, but provide options to create a medium to high density of community-serving retail and employment centers that contain a balanced mix of places to live, work and shop.

A Phased Development To Create A Destination

Re:land Group's long-term plan for Parkway Place and the 17-acre Park Hill development, formerly the Rhodia site, is a mixed-use and mixed-income housing, certified with third-party programs of the Living Building Challenge, Passive House and the WELL Building Standard. The outline below is specific to the former Rhodia property.

- It reserves a full 50% of the land for green space with placekeeping-inspired soft- and hardscapes and space for community gardens and pedestrian walkways. In general, the overall design is biophilic, resilient, regenerative buildings and outdoor spaces that will eventually be net-positive energy, water, and waste, designed and built to be decentralized by self-sustaining off-grid and off-grid ready, as well as optimal use of natural daylighting and passive heating.
- It builds its structures with refreshing beauty, density, and sustainability where each first floor retail and amenities (concrete podium) is topped by four floors of housing (wood frame).
- It has state-of-the-art residential amenities or wellness center including an indoor/outdoor water park, therapy pool, health center and rehab, day care, tech room/micro-library, and pop-up grocery/farmers market, structured as a co-op for graduated resident ownership.
- It has up to 300,000 SF for commercial/retail space, offices, restaurants, light industrial, transit hub, bank, and grocery/cafe/cafeteria. It has leading-edge commercial, technology, education, and hospitality anchor partners bringing investment and resources to link the site to the economic development corridors – east to link to UofL housing and campus, downtown and across the river to link to major job hubs, and south toward the airport and to Dixie Highway – all designed to link to, unlock, and amplify the economic impact of the concentric areas.
- It has a mix of right-sized housing such as student quad suites (+/- 30%); equitable/affordable one, two, and three bedroom (+/-30%); and market rate (+/- 40%) studio, one-, two-, and three-bedroom units geared toward more affordable starter units for those seeking to live downtown.
- Finally, it contemplates extending beyond the 17-acre boundary in an innovative, privately-financed redevelopment of neighboring Parkway Place following all of these development principles and values. The equitable/affordable units will give priority to Parkway Place residents to allow the beginning of a transition that ensures all residents are not displaced and may stay as the bigger housing re-development and revitalization unfolds.

These are the possibilities Re:land Group believe can happen in collaboration with the neighborhood residents and the city. This project will be most challenging, and there are many unknowns and assumptions we realize are part of doing the impossible. However, if the city understands the importance of allowing the appropriate time to build trust and explore the unknowns, and desires to be a longtime partner in the success of this forgotten gem in our city, the impossible will be a story shared beyond our Commonwealth and will be an inspiration for future developments across our city.

SOI Compatibility

We believe at this current time our proposed concepts and project direction, our community engagement process and action plan, and our pursuit to develop the impossible alongside neighborhood and city partners is fully aligned with our current understanding of the city's greater objective and compatibility requirements below:

- ✓ Consistency with the above development requirements herein and with the Louisville Land Development Code.
- ✓ Project must enhance the neighborhood and be compatible with a mix of uses in the area.
- ✓ Consistency with the Park Hill Industrial Corridor Plan OR an alternative approach.
- ✓ A plan to address displacement and/or gentrification
- ✓ A plan that specifically addresses how the respondent will work with residents, property owners, and neighboring businesses to ensure the proposed development is compatible with surrounding conditions, not only during pre-development, but also during the construction and operation phases

A close-up photograph of a wall densely covered with hundreds of small, colorful sticky notes. The notes are in various colors including yellow, orange, pink, purple, and blue. They are held in place by numerous small pushpins of different colors. The notes contain handwritten text in various colors of ink, though the text is mostly illegible due to the distance and focus. The overall effect is a vibrant, textured wall of community messages or ideas.

**Placekeeping is
the art of beating
gentrification
through
neighborhood
regeneration.**

Park Hill Neighborhood

Rhodia Property



Section 03

Our Placekeeping & Human-Centered Design Approach to Neighborhood Impact Investing

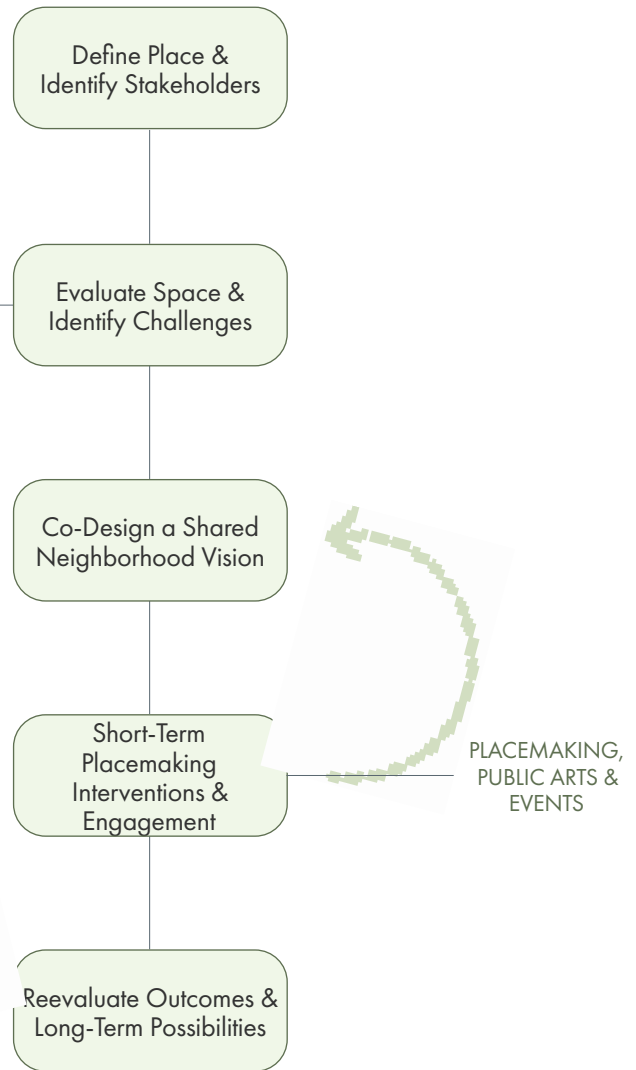
What Does 'Good' Look Like?

We at Re:land Group have constantly challenged ourselves with bold ideas and solutions to what most think is impossible in our forgotten communities. How do we use community collaboration and human-centered design to move humanity forward? We asked ourselves the same questions of the International Living Future Institute with the idea of a Living Community:

“What if every intervention resulted in greater biodiversity; increased soil health; additional outlets for beauty and personal expression; a deeper understanding of climate, culture, and place; a realignment of our food and transportation systems; and a more profound sense of what it means to be a citizen of a planet where resources and opportunities are provided fairly and equitably?”

Before opening a discussion of the design process, it is critical for us to recognize that each community is deeply unique. Each human community has its own culture, organizations, events, beliefs, faiths, politics, relationships, personalities, and history. Similarly, each physical community has its own topography, geology, hydrology, climate, and ecology, as well as in this scenario, existing built infrastructure, streets, and buildings. Engagement with the community in a mutual narrative of change and evolution is critical. Through community placekeeping and placemaking initiatives, we will focus on the question “What does good look like?” and use these unique elements to drive and inform how this community evolves and what paths it takes to achieve it.

DESIGN
THINKING &
CHARRETTES



Re:land Group Process & Approach

The Re:land Group development team's approach places stakeholders at the heart, front and center, of the imagination, design, and planning process. We work alongside community, social, cultural, and civic organizations to transform neighborhoods through a shared, hands-on creative process that builds on local wisdom, knowledge, connection, experience, and resources. This gives our valuable neighborhood stakeholders a hands-on role, and encourages meaningful, long-term community engagement, trust, and stewardship.

We lean in to develop neighborhood and project-specific innovative, approachable, and data-driven tools to engage participants, ensuring they are well-equipped with the information and the inspiration they need to play a vital role in the meaningful creation, design, planning, and development of milestones and the greater project. Because our process brings the community and the development process together, our team of technical and community experts are able to truly listen to learn and gain a deeper understanding of the aspirations, needs, and challenges of our families and communities in the Park Hill neighborhood.

The Re:land Group approach fosters connections between a diverse range of participants — with age, gender, race, language, religion, health, disabilities, and a deeper array of what makes each of us unique both as individuals and a community at play — all while leveraging local knowledge to increase community resiliency and equity for the long haul.

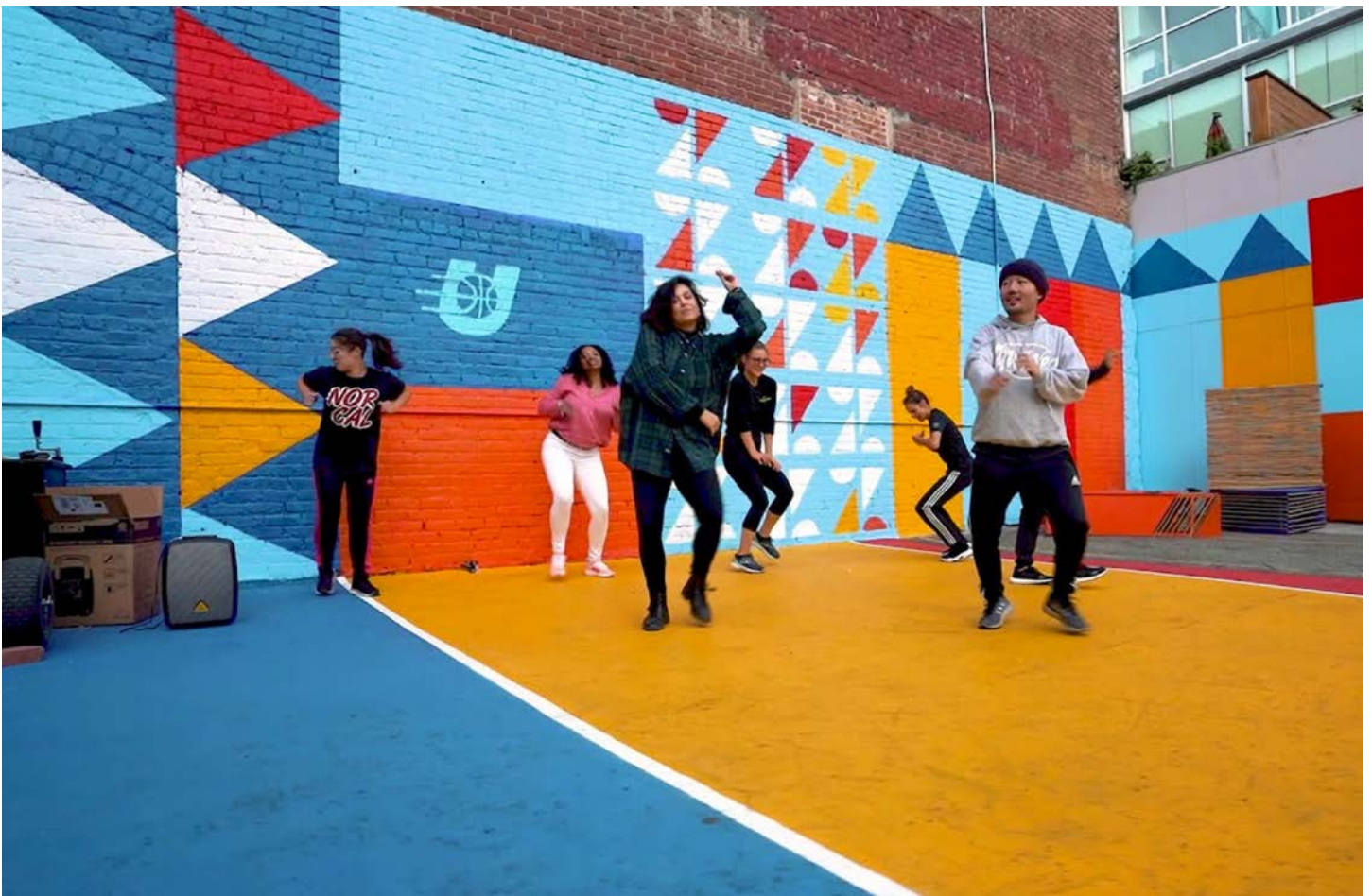


Community Collaboration & Human-Centered Design

Alongside our incredible Park Hill residents and neighbor organizations we will tap into an inclusive and expansive approach of community collaboration and intentional listening and learning, allowing all voices to access the opportunity to be heard. We recognize people are most comfortable talking about issues that matter to them with people and organizations they know, and at familiar places — the Re:land Group approach demands hands-on design charrettes and design thinking creative sprints to allow for maximum inclusion and collaboration.

Our human-centered design approach allows for empathy, diversity, and inclusion of thought to lead the conversation in the spirit of what can we imagine, what can we create, and what can we achieve — working together for a stronger, more resilient, more connected Park Hill and Louisville.

Leveraging the history, connection, and relationships of trusted neighborhood organizations, we will work diligently to build a coalition of neighborhood voices and change agents to develop placekeeping interventions and development outcomes, influencing both the residential, commercial, health, equity, and technology aspects of the Rhodia property and beyond. We will provide information, resources, and support to enable those organizations to reach their constituents and host engagements in libraries, community centers, parks and other neighborhood locations to reach people where they are and increase their exposure and networks in our business, start-up, nonprofit, technology, civic, and healthcare sectors.



Design & Interventions

Human-Centered Interventions and Placekeeping Strategies:

Types of Placekeeping Interventions and Human-Centered Design Approaches:

- **Celebration of Community and Culture** — Highlight local culture and celebrate the uniqueness of the Park Hill community. Connect with the surrounding neighborhood, students, community stakeholders, and children and families to tailor placekeeping strategies and artistic interventions to promote shared ownership and stewardship of Rhodia property.

Interventions: Artistic Interventions, Murals, Neighborhood Stories, Large Format Photography, Creative Programming, Live Music, Team Building, Mental Health Exercises, Sports, etc.

- **Increase People-Powered Equity** — Recognize and understand the impact of historic disinvestment on communities and local economic development. Center and lift up voices historically excluded from planning processes: youth, low-income populations, communities of color, immigrant communities, those experiencing homelessness, people with disabilities, and more. Then, we'll work to develop creative, accessible, interactive engagement tools.

Interventions: Free Public Wi-Fi, Neighborhood Stories, "What's Park Hill Mean to You?" Question/Answer Boards, Land Markers, Acknowledging Vacancy and Environmental Disparities, etc.

- **Leverage Local Workforce** — Invest in the local community and leverage connections with workforce development organizations and Park Hill neighborhood organizations to help design, build, and implement placemaking and placekeeping interventions. Partner with local businesses and creatives with long-term investment in the Louisville community to help bolster local economic development within Park Hill.

Interventions: Rotating Businesses, Pop-Up Restaurants/Markets, Design-Build Processes, Student Critiques, System For Small/Student Businesses, Outdoor Training Space, etc.



- **Cultivate Connections** — Optimize public spaces along the corridor – roads, sidewalks, green spaces, and alleyways to create dynamic anchors of community life that are welcoming and appealing to all users. Design democratic spaces that include technology/Wi-Fi, recreational, educational, commercial, and landscape elements to foster social connections and promote comfortable exchanges between the Jefferson student body with the surrounding community.

Interventions: Temporary Water Park, Giant Tic Tac Toe Chalk, Hopscotch Tournaments, Basketball Arts-Court, Free Public WiFi, Healthy Barbecue Area, Outdoor Seating, etc.

- **Promote Safety, Health Equity, and Wayfinding** — Design and deploy wayfinding strategies that enhance the safety and walkability throughout the Rhodia property corridor to define a sense of place, highlight the potential of destinations, enhance the Park Hill public image, and improve pedestrian safety. Creative, bold signage and lighting will transform the Rhodia corridor into a vibrant, colorful center of our connection to nature and people, sparking new workforce development, retail, and community commitment and investment.

Interventions: Art/Design Wayfinding, Health Equity Educational Experiences, Creative Safety Measures, Adaptive Lighting Installations, Turning Streets Into Safe Play Zones, etc.

- **Inspire Generations and “Do More With Less”** — Amplify neighborhood, youth, and student achievements and successes and build excitement for future master plan ideas and possibilities. Use art and technology to help the community celebrate diversity and embrace change. Deploy low cost, high impact design solutions that are both simple and sustainable. Create public spaces, installations, and lasting partnerships that maximize long-term economic benefit and impact by incorporating smart design tactics that are flexible, affordable, and replicable.

Interventions: Instagram Photo Walks, Hanging Garden, Weather Safety, Murals, Community Garden, Financial Literacy Activations, and Small Business Testing Grounds, etc.

Placekeeping Objectives

The Re:land Group team has a unique ability to push back against Park Hill preconceptions and create new space for a greater understanding of its constituents' needs. This discovery process is made possible through a holistic, credible listening and collaboration campaign — a truly community-driven approach. The iterative process doesn't guarantee certain answers and insights, nor is it linear in nature — but rather helps to uncover overlapping perspectives, insights, and stories. In addition to planners, designers, architects and developers, many of our team are community advocates and researchers. We understand it's not just about asking questions, but asking the right questions, and combining that information gathering process with true listening, clear communication, transparency, and the generation of a necessary level of community consensus and buy-in to our mission and plan specific to Rhodia.



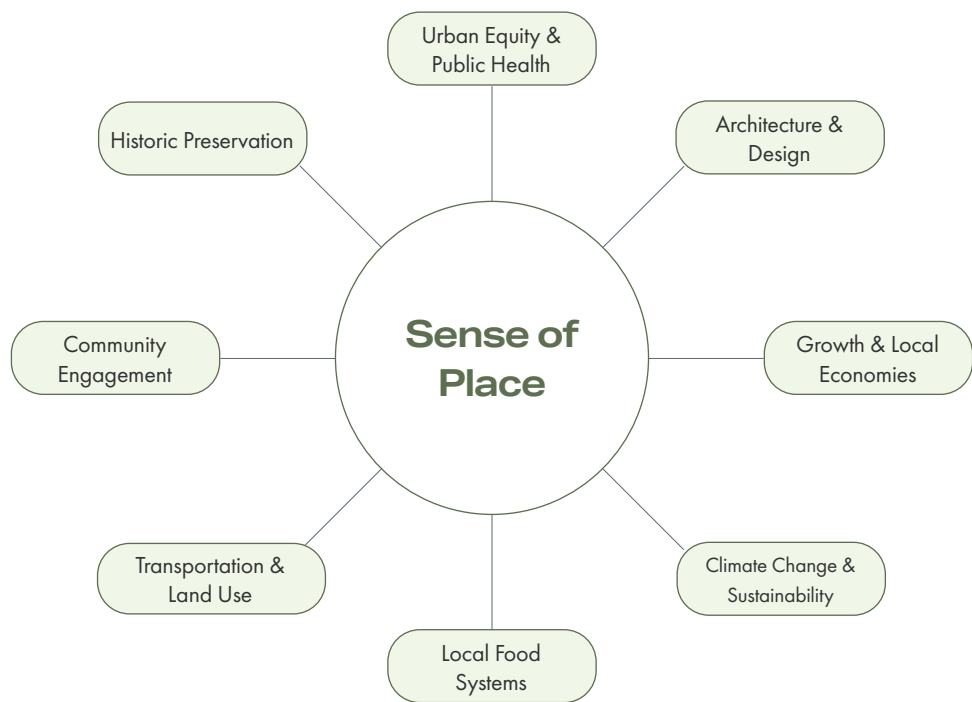
Re:land Group's greater objectives in our placekeeping process:

- Maximize access to lift up every voice
- Allow for transparency and accountability
- Focus on our true customer: our Park Hill neighbors
- Create a sustainable community connection and operation
- Help lead other civic leaders and organizations in the pursuit of great
- Prioritize health equity, true diversity, inclusion, anti-racism, and obstruct gentrification



How Does it Affect Micro and Macro Communities?

The Park Hill community’s connection to place is the heartbeat of its resiliency, and the beating drum of its ability to regenerate.



Underrepresented, disinvested communities face an undeniable list of systemic challenges that many neighborhoods throughout Louisville and Kentucky may never face extensively in their community. This is why a holistic approach to community engagement, design, planning, fundraising, and development is so important. Re:land Group and our partners are committed to a new level of imagining the impossible, and understanding that a lack of genuine community engagement in the above processes and functions of overall neighborhood development lead to a misguided design direction, disruptive planning, unwelcome fundraising outcomes, and generational harm due to gentrification.

Neighborhoods do not become more equitable or resilient, nor do they truly thrive, when outside investment disrupts the culture, history and potential of a people and their community-driven roots. There is a difference between creating a destination by and for the people to engage with the greater community, than a commercial attraction jammed into the middle of a community whose needs have not been met due to disinvestment — leaving rent prices soaring, unaffordable food and amenities moving in, and people — the fabric of a neighborhood — displaced.

Placemaking interventions, guided by best practices regarding placekeeping and human-centered design, allows for current residents to re-spark their neighbors and surrounding communities’ understanding of who they are and who they can become as a community through curiosity, connection, and most importantly, collaboration.

On the **micro level**, individuals will have access to healthier foods, free Wi-Fi, increased access to social connection, increased safety, access to healthcare, faster and more efficient public transportation, workforce development and small business opportunities, and more. When they are thriving as a resilient community internally, and the greater Louisville community has residential and commercial access to all that makes and can continue to make, a Park Hill neighborhood worth investing resources and investment in can emerge.

On the **macro level**, Louisville cannot reach its highest potential with entire neighborhoods left behind. Park Hill has not seen significant investment, but the Rhodia project is an opportunity to correct that and create a bustling thoroughfare for education, food, workforce opportunities, and affordable housing full of diverse neighbors from a wide array of socioeconomic and cultural backgrounds.

What We Learned From January's Park Hill Community Feedback

The Community Said 'No' To:

- Factories
- Liquor stores (4)
- Smoke shops
- Rehab or drug treatment facilities
- Heavy industrial
- Privately owned rental housing
- Pay day loans
- Halfway houses

The Community Said 'Yes' To:

- Shopping plaza
- Student housing, safe and secure
- Adapt railway to passenger cars to connect to river and UofL
- Jobs
- Apartments
- Retail stores with apartments on top
- Retail and housing
- UofL
- Art district (studios, manufacturing, artist housing, public art festivals)
- Anything that would bring jobs
- Computer building, UPS hub, training building
- Restaurants
- Green space, holistic built environment, multi-family housing, replace Parkway Place, education and job training, walking path, mix use, light industrial, bourbon industry, fishery (aquaponics), grocery
- Community agriculture
- Mini Amazon hub
- Bring money people to the meeting, high-rise for Park Hill (tear down now)

Suggestions for 'What's Important?':

- Education site
- Remediating oppression
- ParkwayPlace needs to go
- Local artists



Hand in Hand With Kingdom Land Baptist Church & Congregation

Early in 2020, Re:land Group was introduced to Pastor H. Wayne Colbert, Senior Pastor at Kingdom Land Baptist Church, a cornerstone in the Park Hill community for over 52 years, ministering hope to the residents of Parkway and the surrounding Park Hill community. We spent time at Kingdom Land with Pastor Colbert as he shared the current challenges of his ministry, and his vision of the church's role in "transforming" people to help break the continual cycle of poverty.

Kingdom Land has been successfully changing lives under Pastor Colbert's leadership for the last 26 years. Over the last four months, we have been developing a relationship and listening to Pastor's challenges and hopes for the redevelopment of Rhodia and Parkway Place. Kingdom Land's leadership team is very aware of Re:land Group's vision and is supportive of working in collaboration to do the "impossible." Pastor Colbert has submitted a letter in support of our vision and commitment to work with our team and the greater Park Hill community.

Pastor Colbert has invited Re:land Group to come meet with church members once social distancing is relaxed and to introduce our team to key community stakeholders as we focus on gaining an even deeper understanding of this culturally rich neighborhood.



Exploring Potential Amenities & Live, Work, Play Features



Transit-Oriented Development



Workforce Development and Job Opportunities



Multi-Modal Transit Lanes, Charging Station



Affordable, Sustainable Energy Operations



Greenspace, imagination playgrounds, Waterfall



Health & Wellness Driven Design and Build



Community Gigabit Internet & Workspaces



Education & Wellness, Access to Retail/Food

Transit- Oriented Development



COLLABORATION ON T.O.D. STRATEGIES & PARK HILL LOOP

STEPS TOWARDS ENHANCING local public transit



Improves public health
& lowers greenhouse
gas emissions



Creates neighborhood
jobs and strengthens
local economy



Less expensive
infrastructure costs
than suburban sprawl

Potential Amenities & Neighborhood Benefits

Potential Benefits to
Explore Making Available
to all Rhodia Residents:

- Access to Sustainable-Energy Savings
- Affordable Grocery Co-op, Food
- Walkable Living, Pedestrian Friendly
- Connection With Neighbors & Business
- Cultural & Economic Diversity
- Healthy Indoor Environment
- Safer, Secured Outdoor Playspaces
- Upward Mobility & Career Opportunity
- Faster, Convenient Transit Options
- Live, Work & Play Driven Community
- More Time Spent With Family



Potential Features to Explore in Park Hill

Potential access to affordable
or free neighborhood-wide
amenities:

- Workforce Development Space
- Education & Trade Programs
- Vocational Job Training On-Site
- Workforce Development Space
- Community Garden & Playgrounds
- Early Childhood & Daycare
- Aquatic Center & 5x5 Soccer Field
- Family Resources Center
- Free Gigabit Internet & Meeting Space
- Distance Learning Center
- Grocer & Retail Co-Op



Benefits of a Potential Community Land Trust

A sustainable and equitable community redevelopment tool that has strong potential to:

- Create a lasting community asset, unlocking growth for generations
- Provide affordable, permanent homeownership housing opportunities
- Preserve affordable rental housing options and amenities
- Spur neighborhood investment in inclusive, sustainable business opportunities
- Maintain sustainable green space increasing the resiliency of a growing community
- Keeps the neighborhood affordable

**Transformation
takes courage
and a holistic plan
reimagined by
current Park Hill
residents**



Park Hill Neighborhood

Rhodia Property



Section 04

**Proposed Rhodia Property
Development Concept**

Concept

The concept includes a redevelopment of the Parkway Place footprint in partnership with Louisville Metro Housing Authority, to provide one contiguous community and amenities for all current Parkway Place residents, and those making this new development a destination.

Our team concurs with the assertion in the SOI that the property located at 1495 South 11th Street a/k/a “the Rhodia site” is one of the most underutilized and dilapidated properties as one of the few remaining undeveloped sites in the downtown area. Our team sees value in the property as well as the surrounding and neighboring areas parallel to the site. Our concept has as its focal point, a great new amenity to enhance downtown Louisville’s quality of life, a newly constructed mixed used, mixed income community with a focus on affordable housing and one large “Instagram destination” outdoor installation as part of the green space with an urban park plaza as the centerpiece of the complex and for the entire south downtown neighborhood.

This plaza, will accommodate street cart vendors, with the added benefit of having some of the vendors in an indoor/outdoor space at the west end of the plaza which, should vendors choose to form a cooperative, could be used as a permanent daily market year round. We propose to bring an exciting mix of commercial and residential uses to the project, to accommodate more than one hundred (100) new downtown residents and more new downtown office-work spaces, with added amenities of retail/café-like spaces and parking for their use, in addition to public parking spaces on and off site.

The massing and architectural expression of the building is modern in design, respectful of its historic surroundings and integrating the Jones Dabney Company Laboratory Building, compatible with the scale and detail of the historic Old Louisville neighborhood area, as it relates to Hill and Eleventh Streets, with dramatic floor-to-ceiling clear glass articulated curtainwall expression above the detailed brick base on the plaza side capitalizing on the extraordinary plaza, neighborhood and horizon views.

Our integrated community owned and operated Land Trust will help to minimize gentrification and primarily be used to ensure long-term housing affordability within the development. The Parkway Place Land Trust (PPLT), as part of the overall Community Benefits Agreement, will provide low- and moderate-income people the opportunity to build equity through homeownership and ensure these residents are not displaced due to land speculation and gentrification.

Program Narrative

Re:land Group and its partners have identified **Phase 1** of the long-term vision that represents a financially-measured but no less visionary first-step – a creative, regenerative, community-based first development which represents the scope of our SOI response. Phase 1 building placement on the lot will maximize commercial store fronts on the front edge fully across the Hill Street stretch of the property heading west, turning the corner left onto 11th and traveling South to the historic building.



The building footprint represents 15% of the total lot space with densely packed and vibrant commercial and housing activity. It will extend into the green space behind the building fronts, where outdoor placekeeping interventions, soft- and hardscapes and recreational green space will fill out the rest of the lot extending all the way south across the property. Nice pedestrian walkways tie the housing and commercial activity to the Parkway Place neighborhood and Kingdom Land Baptist Church.

One large “Instagram art destination” outdoor installation will be installed as part of the green space to provide family fun and draw attention to the project and neighborhood.

One TARC hub and charging station will be on the northeast corner of the lot, linking directly east from the building activity to The Bellamy and to the UofL campus. A second one will be on the southeast corner on S. 7th Street linking north to downtown and south to the BRT Line to Dixie Highway, refer to Site Plan, Section 4.

We recommend that the City work with us and other neighborhood partners to put a major grocery store, as another key link to the UofL campus to the East. Development of a major grocery store is not part of our SOI response, however, like environmental remediation, it is an element of a joint city/state response that is an important prerequisite for success for all plans that seek to tranSForm the Park Hill community.

Phase 1 housing, constructed as four floors above the first floor retail and amenities, will be built in this initial mix:

- equitable/affordable one-, two-, and three-bedroom (**40%** of SF)
- student quad suites (**40%** of SF)
- market rate (**20%** of SF) studio and one bedroom units only, geared toward more affordable starter units for those seeking to live close to downtown

The units will be right-size designed for comfort and flow. Student units will be standard quad units with a shared kitchen, approximately 1,200 SF. Equitable/affordable units are 500–1200 SF, and market rate studios and one-bedrooms are 400 SF and 600 SF, respectively. Common space in each building is minimal, projected at 20% of total SF on the housing floors and 10% for the retail/amenities floor.

In the first year of the development, 100% of the equitable/affordable units will be built (estimate of 300–400) and are expected to fill quickly (with priority given to Parkway Place neighborhood residents wishing to move). One half of the student and market rate units will be built in the first year, and the rest in the second year (totaling approximately 200-250 units), and the absorption rate of both is projected to be slower than that of the equitable/affordable units. The student population will be drawn from the neighboring secondary

education institutions, which beyond UofL includes Simmons, Spalding, and Jefferson Community and Technical College. The units are expected to be especially well-situated and appropriate for UPS Metro College students.

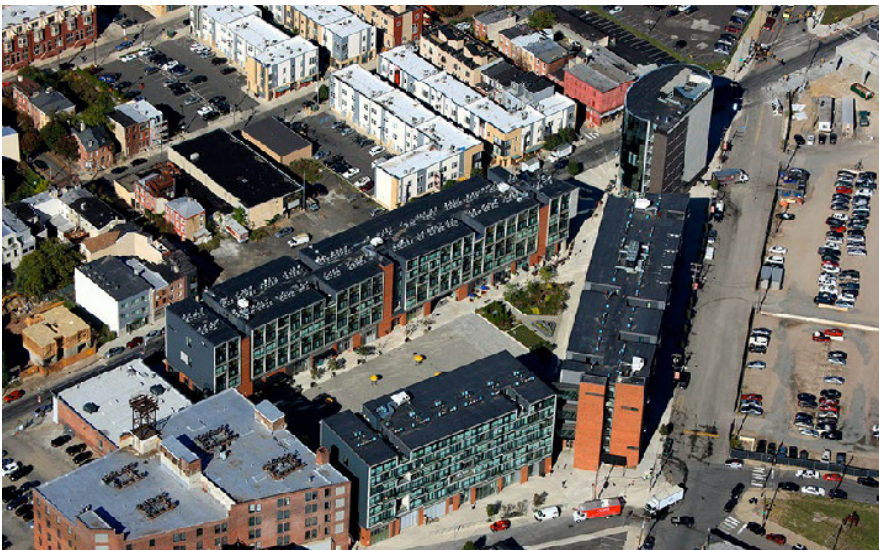
Retail and amenities are being emphasized to provide greatly needed services to the surrounding neighbors as well as residents. It will also help create a market that bridges from the current geographic isolation of the land and nearby residents to a strategic hub linking UofL, the airport corridor, Dixie Highway to downtown thoroughfare, and connection to nearby I-264 area businesses and jobs.

Phase 1 includes approximately 90,000 SF, of large and small offices, coffee and sandwich shops, restaurants, bank, and grocery/cafeteria. The plan includes 26 retail spaces ranging in size from 600–22,000 SF and assumes the absorption will start at 65% due to planned partnerships and sales lead time available. We will be seeking an “anchor” corporate partner that will take space but also invest in the state-of-the-art energy and tech initiatives contemplated in our workforce development and training initiatives. Examples being pursued are Microsoft (through its Louisville project) and Google (through Alphabet’s city planning/smart city) initiatives.

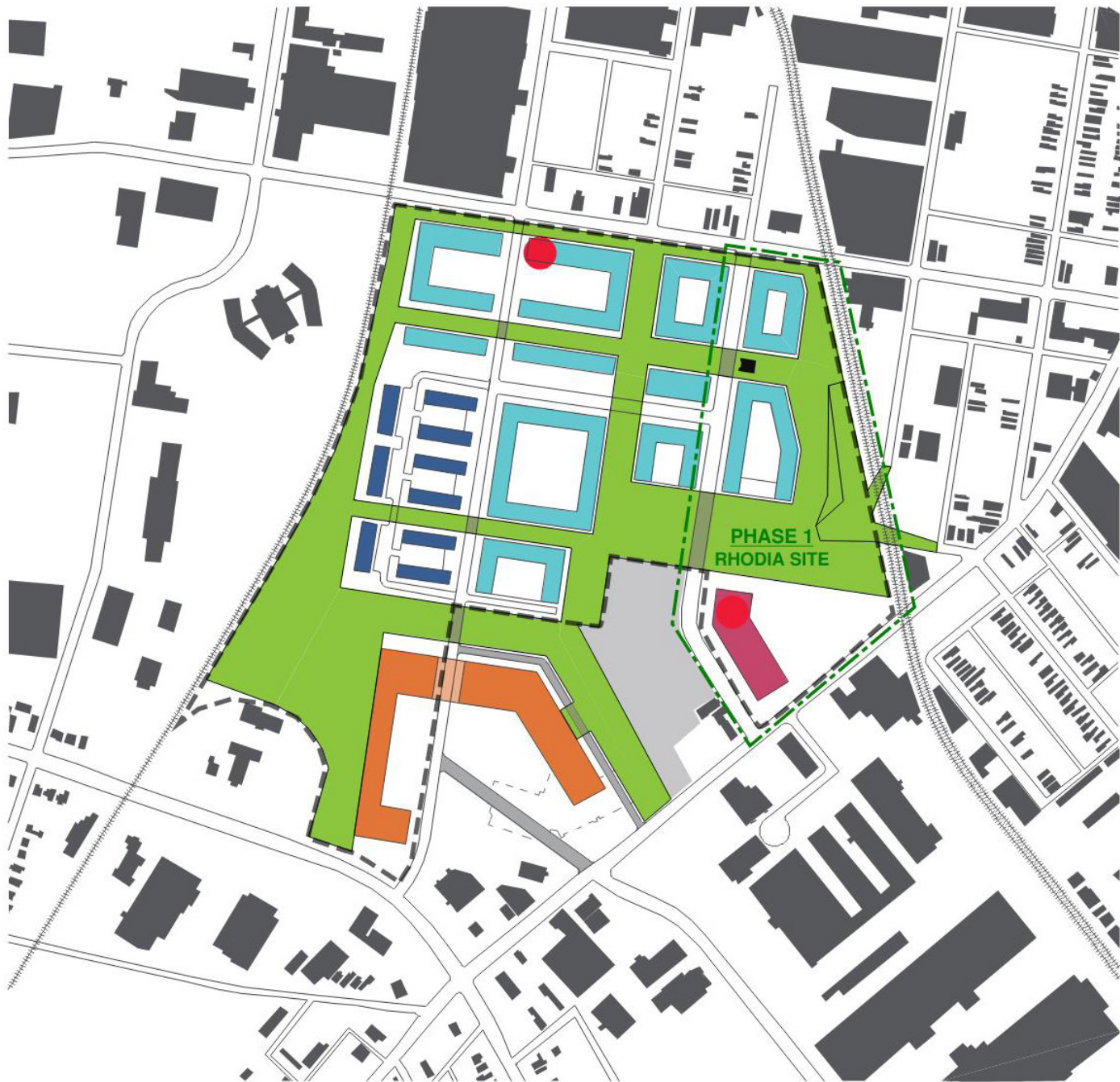
Amenities are state-of-the-art, packaged into a wellness center structured as a co-op for residents with graduating ownership structure. We are planning approximately (+/-) 15,000 SF of indoor space which could include a health center and rehab, day care, tech room/micro-library, and pop-up grocery/farmers market. Wellness center memberships are expected to be available to neighborhood non-residents.

In addition to ownership in the wellness center co-op, up to one half of the housing will be subject to a community land trust to control for escalating unit prices and gentrification upon eventual sale. Ownership options for residents will be offered after the initial few years of the project, providing time to stabilize the development and ensure long-term sustainability and growth.

Parking (surface parking for retail & amenities), and plans for an amphitheater in the green space contribute minimally to future income projections. Generally resident parking is expected to be on the surrounding streets.

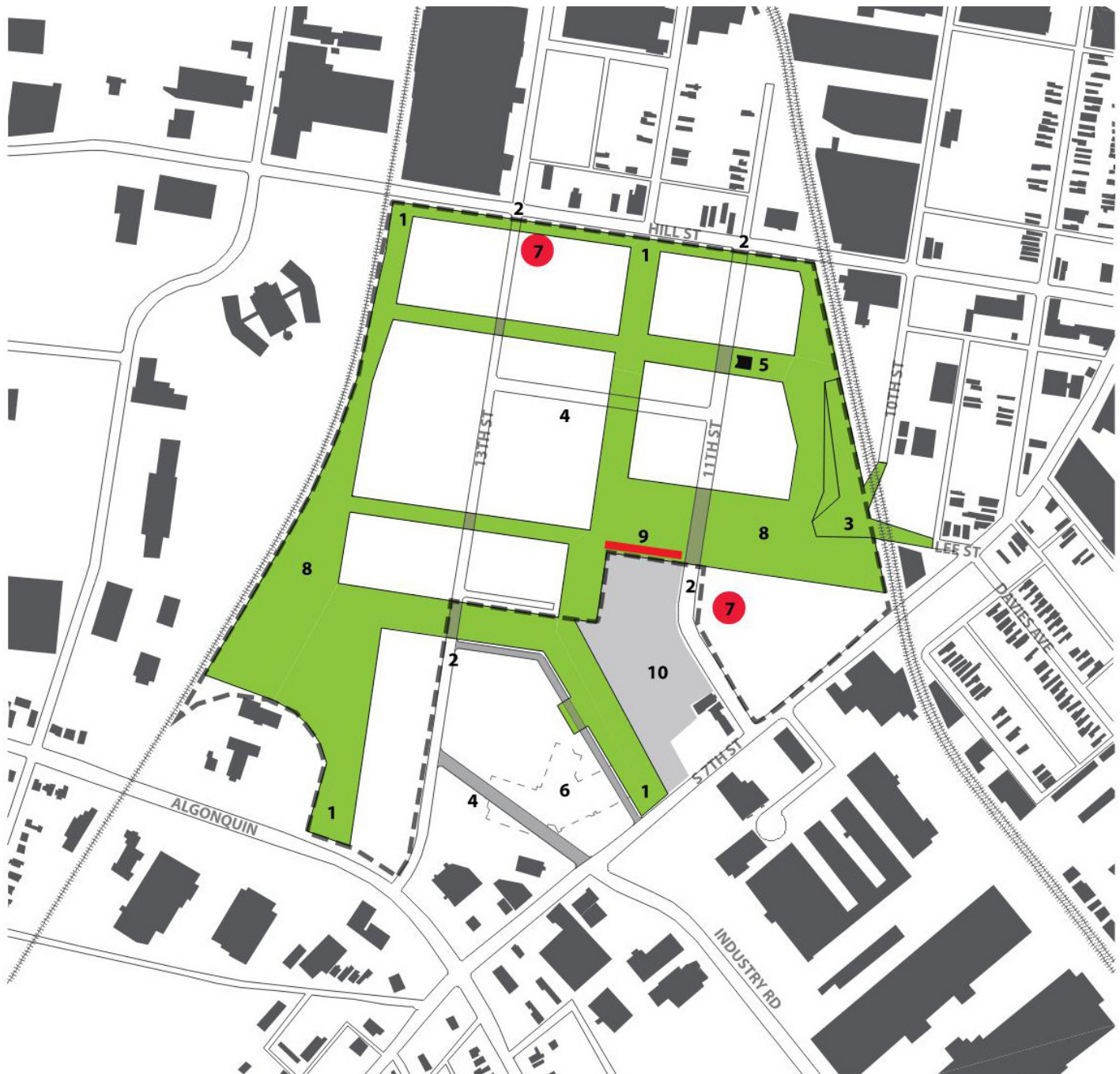


Example project showing housing units surrounding interior courtyard.



Proposed Land Use Strategy

- Green & Pedestrian/Bike Circulation
- Mixed Commercial/Residential (5-story) 2,265,000sf
- Commercial (Grocer, Office T.O.D hub) (2-story) 104,000sf
- Residential (3-story) 312,000sf
- New Elementary & Middle School



Site Design Connection & Buffer Strategy

- 1 Pedestrian Site Access
- 2 Vehicular Site Access
- 3 Bridge Connection to adjacent streets
- 4 Proposed new connector street
- 5 Existing Structure to be renovated
- 6 Existing School location
- 7 Proposed T.O.D hub location
- 8 Pedestrian circulation and Green Space
- 9 Backdrop/Buffer element
- 10 LG & E Transformer Station

Amenities considered and why

Site amenities include much needed green space, mixed-used commercial and residential space and a newly conceived elementary/middle school campus. A grocery store near the 7th and Gnelida Court intersection is seen as a necessary catalyst and magnet for the site overall, supporting additional development, housing and programs while drawing energy from nearby underserved areas.

As the project seeks to replace and improve the Parkway Place housing development, Phase One (the Rhodia site development) proposes to include an adequate number of transitional residential units as well as the program of Parkway Works: an employment and resource connector service, an on-site child care center, community center and a nearby public computer lab. The existing landmarked Jones-Dabney building will be considered as a site to house a portion of these important community support functions.

Arrangement of Space

The proposed site layout conceives a new and vibrant neighborhood with strengthened connections to neighboring areas. Hill Street, along the north edge, is treated as an arrival and entry point. This artery is lined with 5-story mixed-use buildings sited along green pedestrian zones that extend throughout the site. The southern part of the site includes a proposed school campus to replace and extend the existing McFerran Elementary School. The new campus becomes a gateway to the neighborhood along 13th street. At 11th Street, the project seeks to create a grocery and transit-oriented development hub to act as a catalyst and magnet for the overall development as well as providing a new entry connecting to the University of Louisville and related housing developments in close proximity to the site.

Potential berm along east side of tracks and Site Remediation Strategies

The creation of large-scale green spaces seek to bring the “park” to Parkway Place. At the Rhodia site, this green strategy will be integrated into the approach for site remediation. Large scale earthen berms could potentially buffer the site from the railroad tracks while providing bases for pedestrian links to connect over, providing easy bicycle and pedestrian access to the University of Louisville and Old Louisville.

Site usage and how we arrived at this solution

The site usage concept considers the Rhodia site as Phase One of a larger development meant to rethink the existing Parkway Place and its connection to the larger urban context. This approach considers the necessity of continuity of existing community resources in the Parkway Works program as well as the site’s connection to the larger context via public transport, pedestrian/bicycle access and green space.

Connection to University of Louisville

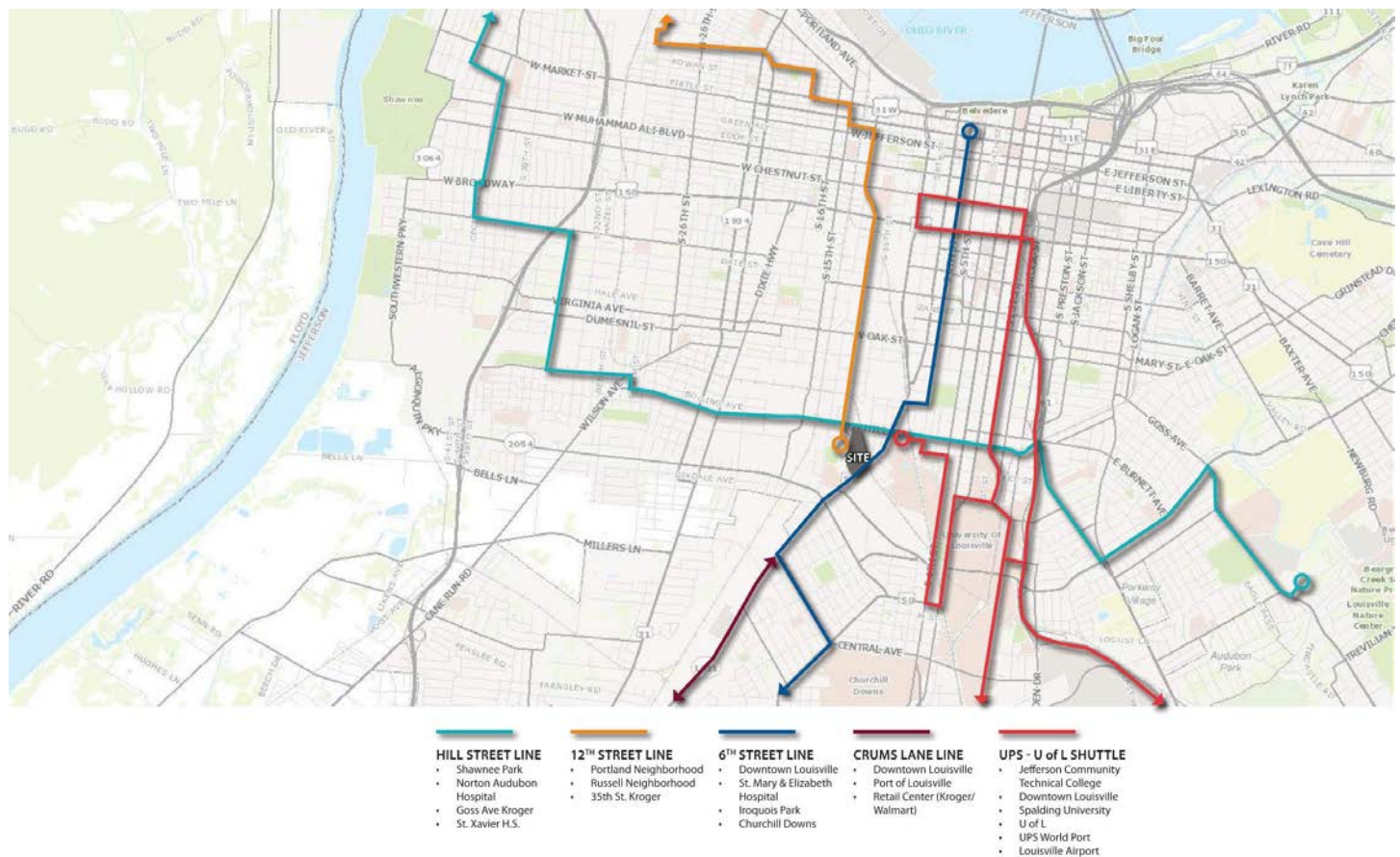
The project seeks to extend pedestrian connections to the University of Louisville campus by extending Industry to 13th Street and creating new pedestrian links over the existing railroad tracks. In this way, the site design can diminish the effective distance between the site and the University and neighborhoods to the east.

Transit-Oriented Design

The site is conceived as an important hub within the TARC transportation network, with convenient access to Downtown, the UPS/airport employment hub as well as the University of Louisville. Furthermore, the project will bolster existing bicycle infrastructure along Hill Street to provide residents with safe, convenient biking routes to Old Louisville and Downtown. All new housing and commercial units are conceived of as within walking distance of public transportation.

Site and Neighborhood Analysis

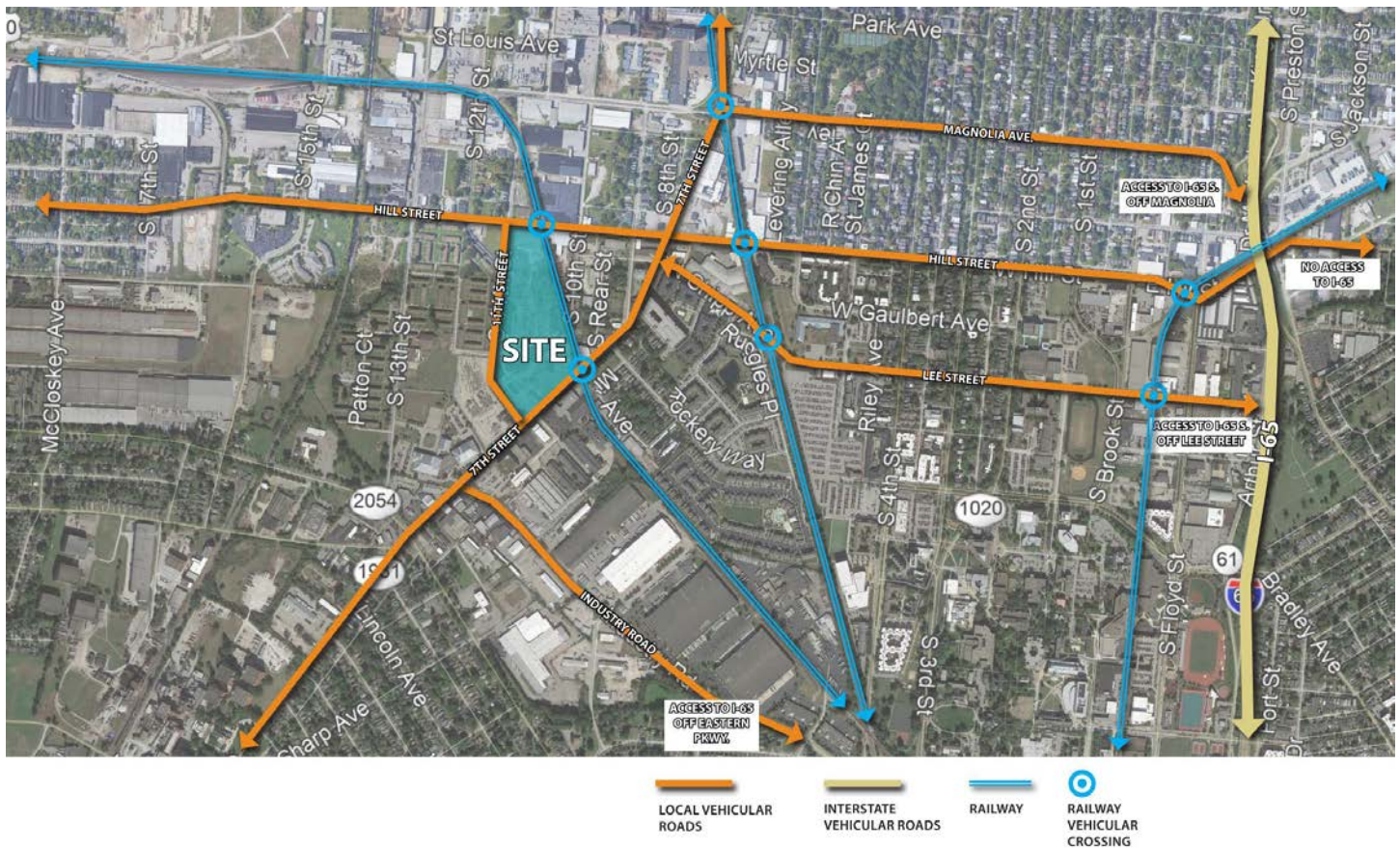
Transit Connections



The Rhodia Site has connection to a number of bus lines without transfer. Five bus lines touch at least one side of the property and allow direct access to a number of local area business centers, educational centers and area resources. Slight additions to these existing lines and a connection to the airport would benefit the development as a transit hub.

Site and Neighborhood Analysis

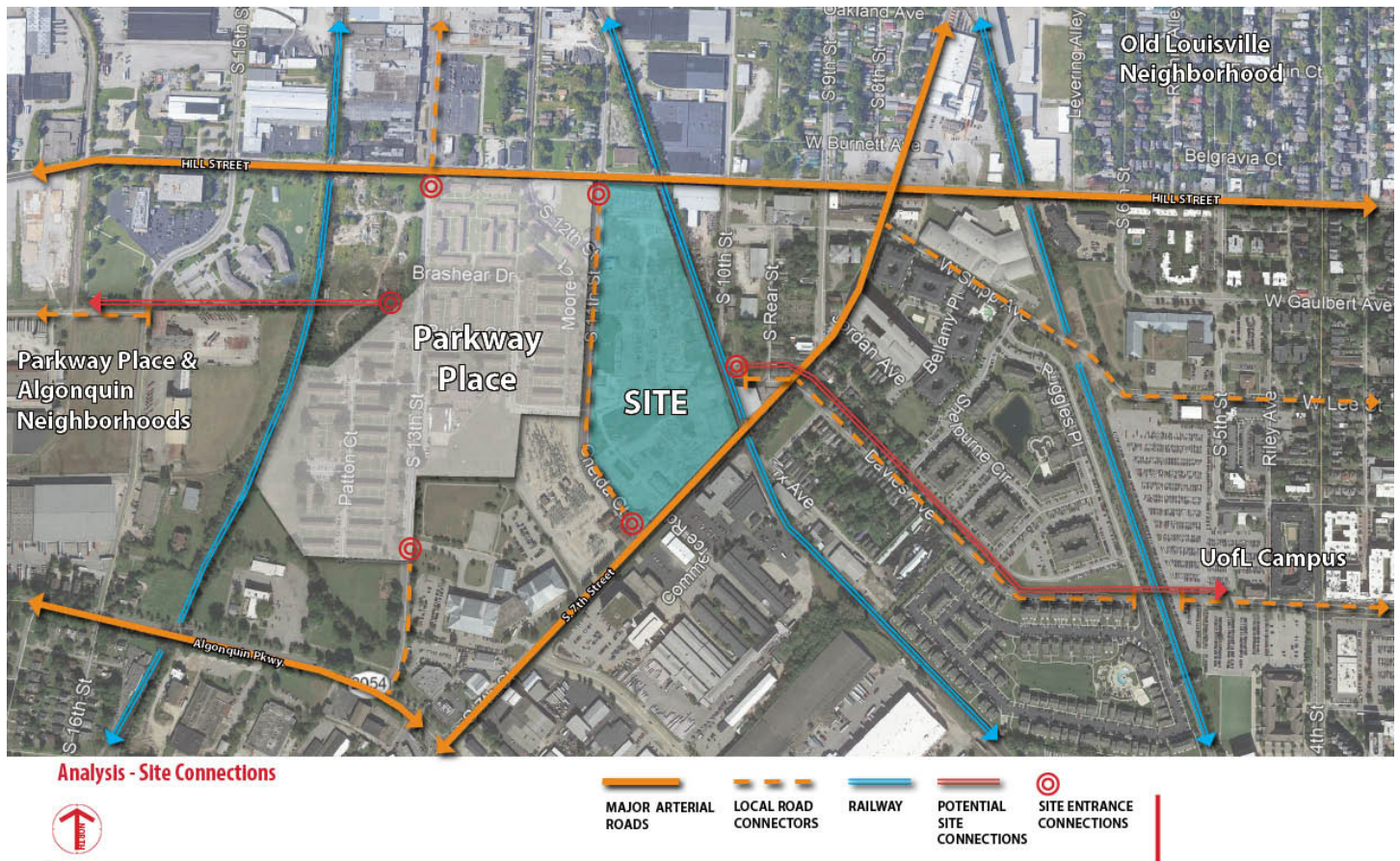
Local Vehicular Connections



The site is confined by a number of roadways and railways. It is defined by having to cross (vehicular) railways in all directions. Access to local area Interstates is challenging with the easiest connection being south along 7th Street to connect to I-264 or east along Magnolia to I-65.

Site and Neighborhood Analysis

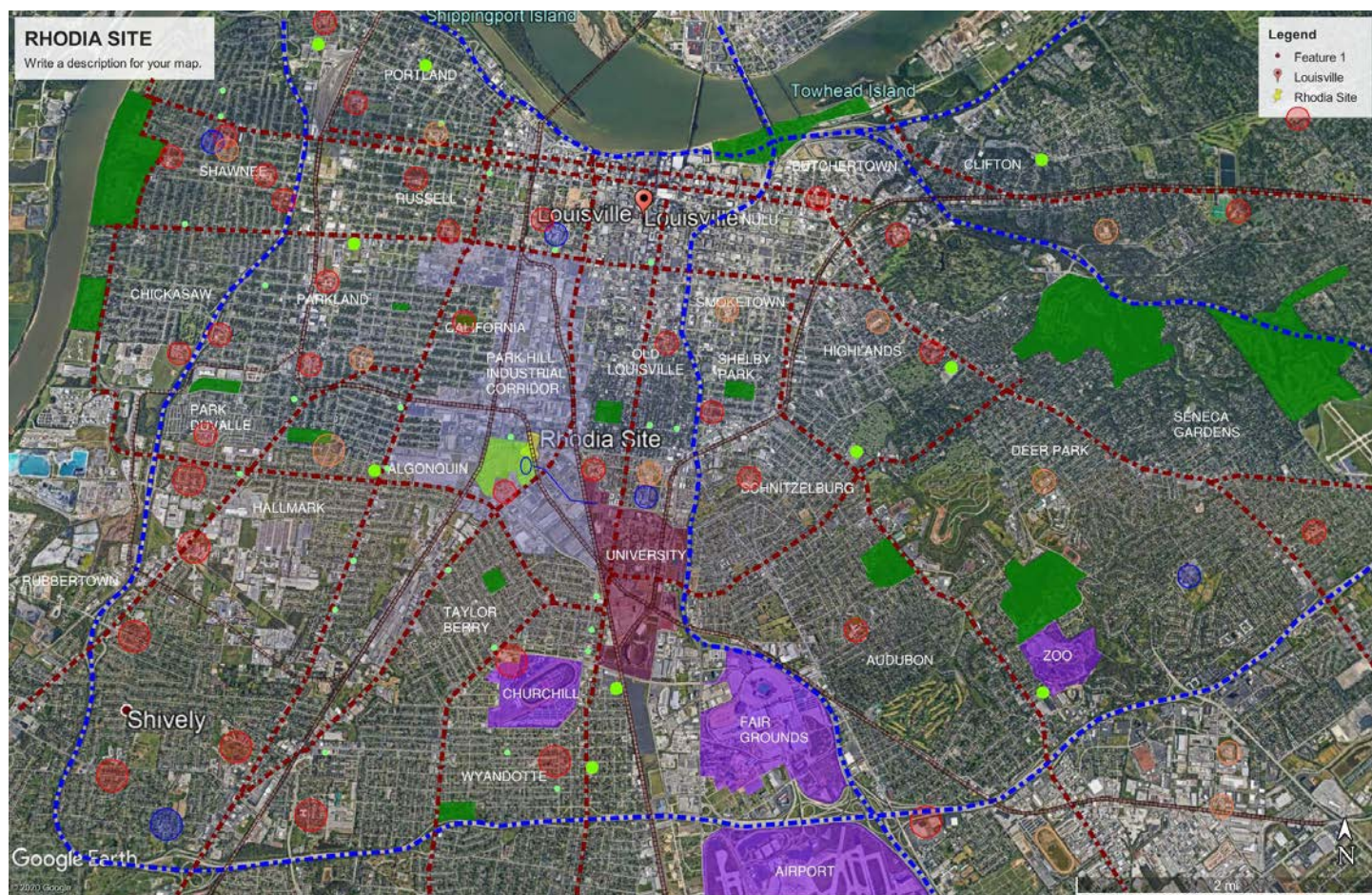
Site Connections



Area access to the Rhodia and Parkway Place Sites occur along Hill Street, 7th Street and Algonquin Parkway, providing three varied ways to access the site. Local road connectors that provide potential connection to the University of Louisville occur via Shipp Avenue to West Lee Street but is challenged by a number of turns and a grade-level railway crossing. A strong connection to the University of Louisville could be made with an extension of Cardinal Boulevard west to connect to Davies Avenue and newer student housing west of the railway.

Site and Neighborhood Analysis

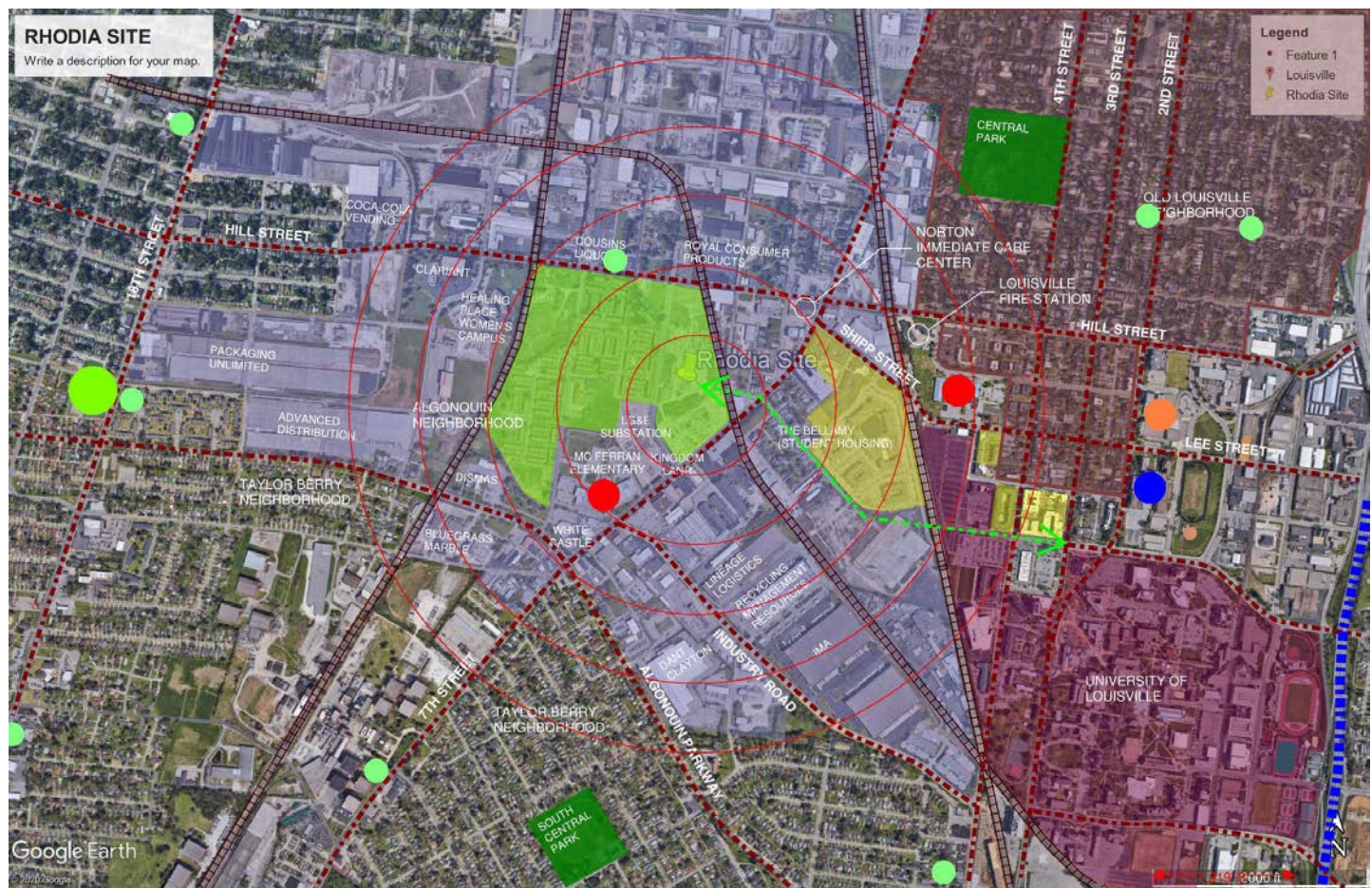
Area Assets



The site is central to Louisville, but a majority of area attractions lie to points east, including the Fairgrounds, Zoo and a number of larger parks, shown in purple and green, respectively. Major railways define the edges of the site in maroon. The Park Hill Corridor, shown in light purple is largely devoid of educational facilities with the exception of McFerran Elementary (educational facilities shown in blue, orange, red). Finally, very few food assets are available at the site – these are defined by small green dots (local food marts) and larger green dots (grocery's).

Site and Neighborhood Analysis

Local Area Assets



A closer look at the local site assets shows amenities that are available in 1/4-mile increments or a 5-minute walk (defined by red radiating circles). The University of Louisville is a 20-minute walk from the site. Additionally, only one local food mart lies within a 25-minute walk of the site. Two elementary schools lie within a 1-mile radius, but the nearest middle and high schools are greater than 1.5 miles from the site.

Case Study and Example Projects

Case Study and Example Projects

The Battery

Northern Liberties, Philadelphia

Developer: Onion Flats

Architect: Onion Flats Architecture

General Contractor: Onion Flats Construction

Size: 18,000 sf, 25 rental units, 2017

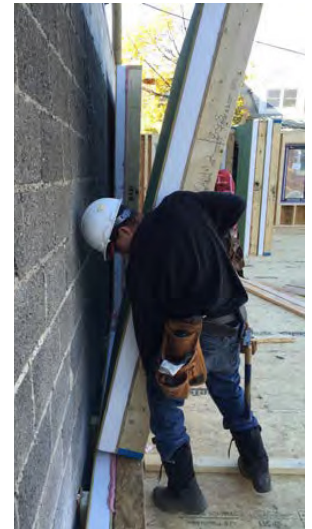
Construction Cost: \$169/sf

Goal: Met the project schedule and budget

Certified Passive House



The Battery, completed in 2017, responded to the need for *attainable* and *sustainable* market-rate housing in a neighborhood now fully gentrified and increasingly more socially and economically homogenous. Affordable one-bedroom apartments for young professionals, recent graduates or seniors on fixed-incomes are difficult to find below \$1500/month + utilities. The Battery attempts to help balance that inequity by creating a four story, Net-Zero-Energy building, packed with 25 one-bedroom, 500sf apartments averaging at \$1375/month and *includes all utilities*. In order to achieve this level of density, affordability, and sustainability, we maximized zoning allowances, density bonus incentives for a green roof, solar orientation, two - 1000' deep geo-thermal wells which provide heating, cooling and hot water to ALL apartments, extensive green roof to manage storm water, a super-insulated, pre-fabricated, thermal envelop with triple-pane windows, air-tight construction and a 72 kW photovoltaic canopy on the roof which generates all the energy the building requires on an annual basis. The project is pending Passive House certification and is designed to consume 75% less energy than a similar code building.



Case Study and Example Projects

The Stables

231-235 W. George St. N. Liberties, Philadelphia
 Developer: Onion Flats + Domani Developers
 Architect: Onion Flats Architecture
 General Contractor: Onion Flats + Domani Developers
 Construction Cost: \$160/sf
 Size: 67,500 sf, 27 for-sale units
 Completion 2015: Designed to be Passive House Certified



Stables is a 27 unit townhome development in the heart of Northern Liberties. With a projected 90% reduction in energy consumption, the addition of a solar array provides net zero energy possible living. Designed on the prevalent Philadelphia row typology, the project begins with one of the most efficient urban forms of dwelling, which also make it an ideal model for modular manufacturing. The entire project, above the foundation, is designed for either modular or conventional construction.



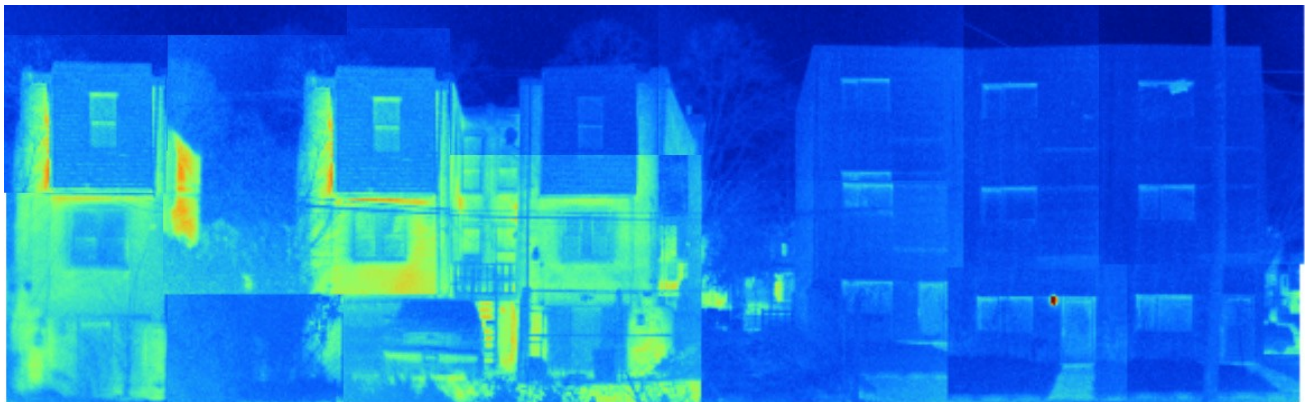
Case Study and Example Projects

Belfield Townhomes

1735-39 Belfield Ave, Philadelphia
Developer: Onion Flats / Raise of Hope / RDA
Architect: Onion Flats Architecture
General Contractor: Onion Flats Construction
Size: 5760 sf, 3 rental units, 2012
Construction Cost: \$129/sf
Goal: Met the project schedule and budget
First Certified Passive House in Pennsylvania



The project involves the development, design and construction of three row homes for the Raise of Hope (ROH) organization for 1735-39 Belfield Avenue, in Philadelphia. The townhomes are three stories, 1920 sf, and have 4 bedrooms, and three bathrooms, living room, kitchen and office. Parking for one vehicle is provided on site for each home and accessed from the rear. The intention of this project is for it to be a model of affordable and sustainable building for the City of Philadelphia. The townhouses became the first in PA to achieve Passive House Certification and to approach zero-energy status. Belfield Townhomes demonstrates the economic development feasibility of highly sustainable buildings for the affordable housing market.



Case Study and Example Projects

Front Flats

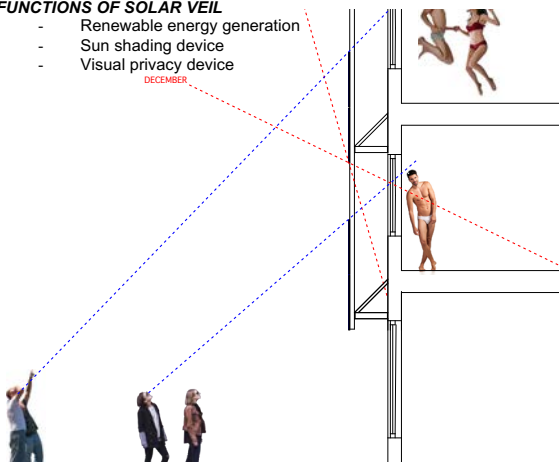
1942-48 N. Front St, Philadelphia
Developer: Onion Flats
Architect: Onion Flats Architecture
General Contractor: Onion Flats Construction
Size: 25,000 sf, 28 rental units, 1 street front office space
Cost: \$180/sf
Completed 2020
Goal: Net-Positive-Energy, Passive House
Met the project schedule and budget

Front Flats is a 28-unit mixed-use apartment building located directly adjacent to the Market-Frankford El in the Kensington neighborhood of Philadelphia. These 325-450sf studio and 1-bed “micro” units are designed to meet our own “attainable” housing goal: below market-rate (80% AMI) but *without* subsidies. Tenants are provided with private basement storage space, bicycle storage and occupiable green roof for growing seasonal vegetables. The building is wrapped on the roof, East, West, and South facades with a 177 kW array of “bi-facial solar veil”, designed to generate 20% MORE energy than the building consumes on an annual basis.



FUNCTIONS OF SOLAR VEIL

- Renewable energy generation
- Sun shading device
- Visual privacy device



Case Study and Example Projects

South Point Homes

Scattered sites, Philadelphia, PA
Developer: Innova Services Corp
Architect: Onion Flats
General Contractor: Innova Services Corp.
Size: 22,688 sf
Construction Cost: \$110/sf
Goal: Met the project schedule and budget



Innova Services Corp., had been developing thoughtfully designed and low-energy affordable housing for decades. The majority of their work focused on *subsidized* affordable housing but they wanted to see if they could develop a prototypical, high-performance, 1500sf, 3-bed, 3-bath *market-rate*, single family home, **without subsidies**, for a target couple making 80-120% of median income (\$53,000-\$80,000/couple).....and make a profit. This translated into a construction cost of \$110/sf, a budget we had not been able to achieve in the past. The client made it even more challenging by wanting to make it work on a scattered site development in the Point Breeze neighborhood of South Philadelphia. 15 single family homes constructed in singles, doubles and infrequently triples over 6 blocks makes for very inefficient, and, therefore, costly mobilization of construction crews and project management.



Case Study and Example Projects

Rag Flats

1338-52 E. Berks Street, Fishtown, Philadelphia

Developer: Onion Flats

Architect: Onion Flats Architecture

General Contractor: Onion Flats Construction

Size: 22,000 sf, 11 for-sale/rental units

Construction Cost: \$150/sf

Completed 2005 (prior to LEED-Homes)

Goal: Met the project schedule and budget

Rag Flats is an experiment in and a critique of sustainable forms of urban dwelling. This former industrial Rag Factory has been re-conceptualized as a residential garden community created by prototypical forms of dwelling commonly found in Philadelphia: The Row house, The Trinity, The Loft and the Pavilion. Rag Flats intentionally explores the necessary relationships between density, intimacy and privacy in any urban community.



URBAN/PHILOSOPHICAL SUSTAINABILITY

- Site plan emphasizes community, density and intimacy
- Fully occupied roofs as "living" rooms
- Indoor/Outdoor rooms on all levels

TECHNICAL/MATERIAL SUSTAINABILITY

- Surface heat (radiant) rather than volumetric heat (forced hot air)
- Compact unit plans, cross ventilation, decks on all levels
- 95% efficient hvac equip.
- 32 KW PV system individually metered
- Significant fenestration, little need for interior lighting
- 6000 gallon cistern for rainwater collection
- Permeable hard/soft parking surface
- "Green" roofs



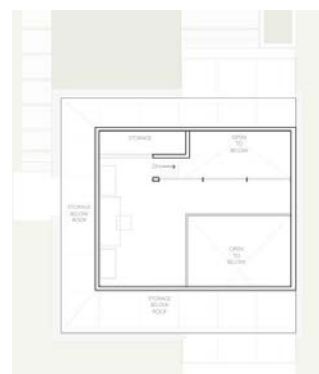
Case Study and Example Projects

Ted House

Syracuse NY
Client: Home Headquarters
Architect: Onion Flats Architecture
General Contractor: Home Headquarters
Size: 1200 sf, 1 for-sale unit
Construction Cost: \$125/sf
Completed 2011: LEED-H Platinum
Goal: Met the project schedule and budget



The TED House was the result of an international design competition sponsored by Syracuse University and a local non-profit developer. The challenge was to design a modestly priced, environmentally thoughtful house on a narrow lot in an urban neighborhood, easily adaptable to other sites in the area, and for a budget for \$150,000. Our proposal utilized a compact plan and a high performance envelope to reduce the energy demand by up to 90%. This allowed for the use of a low cost mechanical heating system.



Case Study and Example Projects

Capital Flats

144-50 West Laurel St. N. Liberties, Phila.
Developer: Onion Flats
Architect: Onion Flats Architecture
General Contractor: Onion Flats Construction
Construction Cost: \$120/sf
Size: 10,000 sf, 8 rental units
Completion 2001
Goal: Met the project schedule and budget



In 2000 the former meat-packing plant, Capital Meats, was transformed into 8 rental apartments and became Phase 1 of a 3-phase project called Capital Flats. Phases 2 and 3 (Thin Flats and The Battery) would be completed 18 years later and add another 34 units to this gentrifying block in Northern Liberties. Each Phase addressed a different typology of urban dwelling, a different set of economic, environmental and political pressures evolving in the City during that extended period, and a different set of housing needs as the neighborhood grew. Phase 1 was an exercise in respectfully reading and responding to the “raw” beauty of this reinforced concrete/masonry structure with “refined” insertions of translucent glass, steel and floating closets, kitchens and balconies. A team of architectural students were trained to think more with their hands than their pencils as the site became an active part of the design process.



Case Study and Example Projects

Republic Bank Foundation YMCA

A decade in the making, the new Republic Bank Foundation YMCA is an important new building in West Louisville offering a wide variety of community services benefiting all aspects of wellness.

The new Republic Bank Foundation YMCA is a catalytic new building in West Louisville offering a wide variety of community services benefiting all aspects of wellness. The YMCA has a gymnasium, fitness center, pool, childcare area, and exercise studios, plus the Best Buy Teen Tech Center to offer training for youth interested in tech jobs. Beyond that, the building hosts a Republic Bank branch that will also offer financial literacy education, Gilda's Club, ProRehab Physical Therapy, counseling services from Family and Children's Place, and a Norton Healthcare family medicine clinic.

The goal for the design was to create a welcoming environment offering an array of needed services to the surrounding community. Two-story windows invite the neighborhood to come inside. In addition to the natural light, the repetition of exterior materials on the inside connects the interior with the natural outdoor world. The large stairwell guests see when they enter the YMCA invites them to keep exploring the environment. The second-floor walking track cuts through the strength training area and looks over into the pool and fitness center. The unity this layout creates builds a sense of community and accountability as everyone pursues their wellness goals together.

While the project faced a variety of challenges, in the end we were able to create a dynamic space with the power to transform outcomes for citizens in the West End. The site was formerly a Phillip Morris cigarette factory, which left a variety of tanks and old railroad tracks in the ground that had to be removed. Eighteenth Street had to be rerouted to improve area traffic flow around the site. To see this project from idea to opening day required the collaboration of government officials, TARC, generous donors, corporate partners, and the other businesses who now call 1720 West Broadway home.

- Construction – mixed, steel framing and concrete block, concrete foundations and slab, brick and aluminum storefront facade
- Materials – aluminum storefront with insulated glazing, brick
- Mechanical Systems – packaged rooftop HVAC with zoning
- Designing for Integration: The project included extensive stakeholder interviews, public meeting sessions and client meetings prior to design. These meetings included Louisville residents, elected officials, YMCA staff, and area businesses. The site was specifically chosen so that an existing brownfield could be reclaimed for productive community use. The big idea of this project is to provide a wide variety of community services benefiting all aspects of wellness. It is accessible by a number of bus lines including circulator bus routes and standard routes and is readily available to the majority of the neighborhoods within west Louisville which fall within a 1.5 mile radius of the building.



Designing for Equitable Communities: The building provides much needed access to wellness activities, including a pool, exercise facilities, playground, and indoor courts. Additionally, partners were specifically sought out to co-locate necessary community needs within the building, including physical therapy, family medicine clinic, mental health services, and a bank. The location is centrally located within the neighborhood and easily accessible by car, bus, bike, or foot.

Designing for Economy: Classrooms and workout rooms serve multiple functions to remain in use all day long and offer flexibility in programming. The building efficiency ratio is maximized through the design of the building; spaces flow from one to another to eliminate circulation and unnecessary elements. When circulation is used, it becomes common meeting areas and opportunities for the community to come together socially. Materials are sparse in nature — concrete slab and masonry block are simply painted in a number of areas — to limit and simplify maintenance requirements.

Designing for Wellness: This YMCA is intended to promote wellbeing in all ways. Programming includes: swimming, exercise, mental health, childcare, track, gymnasium, sports fields, outdoor play space, and community meeting space. All areas are accessed through a central area, promoting the community interaction. The building allows for maximum natural light penetration into all public areas, including the pool, the exercise area, track, and ball court. We oriented the building less than 15° from east-west and allows for easy control of light. The main building entrances make use of a walk-off grille to assist in removing contaminants from users' feet. The two-story structure has wide stairways to promote taking the stairs between amenities. The connection to the local bus lines promotes walking and biking access to the site.



Case Study and Example Projects

Jefferson County Public School

Jefferson County Public Schools chose Luckett & Farley to design a new two-story, 79,300 SF, three-strand (three classrooms per grade) elementary school for 650 students that will be connected to the Republic Bank Foundation YMCA, which was also designed by Luckett & Farley. The new school will replace the nearby Roosevelt-Perry and Wheatley Elementary schools. Its connection to the YMCA will allow both groups to share amenities such as the gymnasium, playgrounds, tech center, and library.

To ensure the new building meets the needs of the staff from both Roosevelt-Perry and Wheatley, students, families, and community, Luckett & Farley is facilitating multiple community meetings to listen to concerns and receive vital user input.

The building will incorporate current best practices for education, including a flexible media center to meet the needs of different groups, an outdoor learning space, and a dedicated collaboration space for each grade.

Creating a sustainable building is also an important goal for all the stakeholders and a crucial factor Luckett & Farley considers in every project. The new school will have storm water collection and filtering, a geothermal mechanical system, daylight harvesting light system, sun shading devices, and low-flow plumbing fixtures.





Case Study and Example Projects

Shawnee Outdoor Learning Center

The West Louisville Outdoor Recreation Initiative (WLORI) is Louisville Parks and Recreation's drive to increase equitable access to nature for Louisville children and families. It is focused on expanding programming and related park amenities to better serve west Louisville residents.

The keystone facility proposed is a regional nature/outdoor education center, the Shawnee Outdoor Learning Center, to provide "nearby nature" access for west Louisville residents and serve as the base for expanded outdoor education, recreation programming, and quality of life while enhancing stewardship activities across west Louisville. The Shawnee Outdoor Learning Center has a objective of LEED Gold Certification.

The Shawnee Outdoor Learning Center is a community-based outdoor learning and recreation center consisting of approximately 18,000 GSF of new building space, extensive site gardens and improvements, and approximately 35,000 GSF exterior work yard. It is located on the western edge of the historic Olmsted Shawnee Park, and is situated directly adjacent to the Ohio River. With community input, this project is deliberately designed to positively address historic social and racial inequalities, both within the metropolitan park system and the west end of the city of Louisville. The building is a one-story structure with a large atrium/ climbing wall, green roof/observation deck (4,200 GSF), and an elevated rappelling station within the forest. Geothermal heating and cooling will be utilized for this project. Photovoltaic panels will be used for on-site power generation. There will be multiple outdoor and field-based classrooms. Extensive gardens and engagement areas will extend into the broader park landscape, tying into existing park recreational opportunities such as a running/ biking trail, river boat landing, and baseball fields.

- Construction – concrete foundation and piers, steel frame with timber-framed secondary members, hollow-core concrete floor system and steel roof deck
- Materials – aluminum storefront with insulate glazing, fiber cement siding
- Mechanical Systems – geothermal heating and cooling
- Plumbing Systems – 5,000 gallon underground cistern, rainwater harvesting system capable of providing non-potable water for flushing toilets and urinals and for garden, low-flow fixtures
- Electrical Systems – 84 photovoltaic panels used for on-site power generation, LED lighting used throughout with dimming capabilities and controls for extensive daylighting



Designing for Integration: Integrated Process – The big idea of this project is to provide an outdoor education center that is deliberately designed to positively address historic social and racial inequalities, both within the metropolitan park system and the west end of the City of Louisville.

Designing for Wellness: Happiness – The Shawnee Outdoor Learning Center is intended to promote health within a natural setting. The building provides the entry point to the Shawnee Park natural resources (woodland, meadow, river) through hiking, indoor and outdoor classrooms; river, woodland, and meadow access; roof top and ground level gardens provide education opportunity and potential for engagement with nature; indoor and outdoor climbing walls provide excitement as well as introduction to rock climbing

Designing for Ecology: Landscaping/Habitat/Biodiversity – Preserved or created habitat:

woodland, pollinator, meadow and garden plant species consist of native tree, shrub, and perennial species and were selected to thrive in a non-irrigated landscape and to create a mix of habitats for insects, birds and other animal species. The rain garden plants were selected to filter pollutants.

Designing for Equitable Communities: Social Equity – The goal is to introduce the neighboring communities, youth in particular, to other opportunities within the natural world through educational activities, outdoor experiences (hiking, canoeing, climbing, natural and ecological studies, gardening, etc.). The introduction of these outdoor and natural activities would otherwise be unavailable to the residents within a reasonable distance. This project was designed to fit specifically within Metro Louisville's CHASE principles: Connected, Healthy, Authentic, Sustainable, and Equitable.



Case Study and Example Projects

Louisville Visual Arts

This renovated warehouse will be the first permanent home for Louisville Visual Art, both the staff and artists. In addition to giving this organization the space it needs to thrive, the building will bring a critical economic boost to the neighborhood.

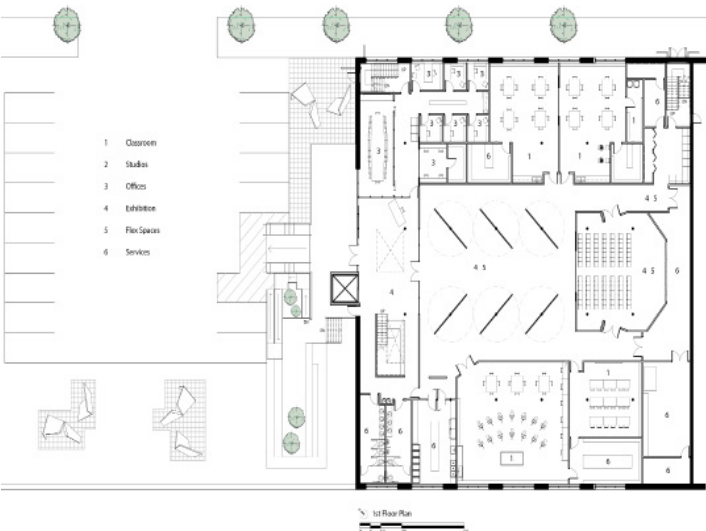
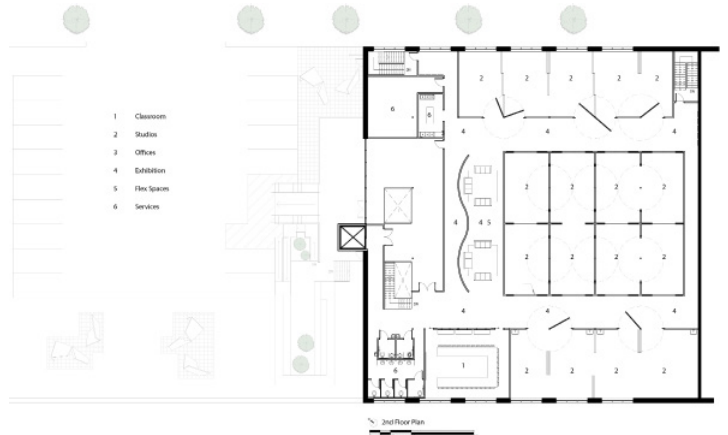
The building exterior will feature an iconic identifier for the brand that is easily visible and clearly distinguishes the LVA brand to viewers.

Our innovative design captured the creative spirit desired by the client and was brought to life using interactive, 3-D visual art. The renovation will include both floors of an abandoned warehouse, the reconfiguring of an elevator shaft, and an overall refurbishment of the downtrodden property.

Not only will this property be an important boost to Louisville's art community, but it will be an important economic driver in the area.



- **Design for Integration:** This project will meet LVA's mission to have a home-base for their organization and arts community. Additionally, it will expand the geographic reach of Louisville arts organizations into the West End.
- **Design for Equitable Community:** The neighborhood needs expanded access to classes and other creative opportunities which the LVA space will provide. It will also bring more quality jobs into the neighborhood.
- **Design for Economy:** With this facility LVA has the ability to create more jobs and more opportunities for local artists to profit from their creations.
- **Design for Change:** Renovating this abandoned warehouse into a neighborhood gem will be a powerful boost for the area and attract additional investments.



LEED V4: Sustainable Design



Case Study and Example Projects

Camp Restoration

Camp Restoration is a Veteran's Club development to form a tiny home community providing transitional housing for homeless vets and services to prepare them for independent living.

Using upcycled shipping containers, Camp Restoration will rejuvenate five empty acres into a collection of brightly designed facilities housing on-site programming to help address mental, physical, and financial health so veterans are equipped to build a more secure future for themselves. In total, the grounds will support 25 tiny homes, a community center, administrative offices, barber shop, non-denominational spiritual center, landscaping, and water features.



Design for Wellness: The community we've designed provides a holistic view of wellness. Walking paths and a gym area encourage physical fitness. Mental health services are available on-site as well as community space for support groups and community building to support residents' emotional wellness. A commercial kitchen will offer cooking classes.

Design for Equitable Community: Camp Restoration offers veterans an opportunity to get back on their feet, not only bringing healing to their own life, but to their families as well. This program has the ability to reduce Louisville's homeless population and has received a lot of support from the community and neighbors.

Design for Integration: The design is entirely focused on supporting the Veteran's Club mission to address veteran homelessness. To provide this support, our design team went above and beyond to create a beautiful, engaging space, that will simultaneously show appreciation for the veterans' service while encouraging them on their path to independence.

Design for Ecology: The five-acre site is currently a bare lot, nestled in a neighborhood directly adjacent to a bustling commercial area. The landscaping will fill in the space with trees, flowers, and water features, providing a habitat for wildlife, boosting the area's tree canopy, and connecting the residents with the beauties of nature.



Case Study and Example Projects

Louisville Free Public Library

Luckett and Farley worked with Meyer, Scherer, & Rockcastle to provide architectural and engineering services for the renovation of and addition to the Shawnee Branch of the Louisville Free Public Library. The project called for the creation of “an inspiring Community Gathering Place, a building welcoming to all age groups, a flexible and sustainable building,” and “a building that fosters creativity.”

The new addition contrasts the existing traditional architecture as a simple box, clad in dark zinc coated ship lap siding. The 3,000 SF elevated floor plan of the addition cantilevers over the basement walls to further accentuate its abstract form.

The existing building was renovated to include the children’s collections, offices, a work room and accessible toilets. All of the finishes were updated using sustainable and renewable building materials.

Indirect, energy efficient lighting was used throughout the building in addition to high efficiency heating and cooling systems. High speed internet access was provided to the Library via fiber optic data lines.



Case Study and Example Projects

Tarc Stops

Our firm collaborated with the Vision Russell Choice Neighborhood Initiative, “a collaborative effort to create and implement a dynamic and transformative plan for the Russell neighborhood,” to design a bus stop that would provide public artwork, to uplift and inspire the community, shelter for transit riders, and improved neighborhood safety.

Public transportation is a key driver of economic opportunity in lower-income neighborhoods and a better solution for the environment. The role of bus stops in creating a positive bus transit experience is essential for delighting users and encouraging greater utilization of mass transit.

A member of our team spent an afternoon at the bus stop site to meet with riders and residents and learn more about what they wanted to see at this critical intersection. Our final design responded to the context and location adjacent to the Kentucky Center for African American Heritage and residents’ need for more shade during their wait. To combat the heat island effect and infuse a greater natural presence within the urban location, we installed a green roof. To further mitigate heat, we shaped the design to allow for wind to blow through.

Using data we gathered from a sun study, we shaped the structure to ensure the bench received maximum shade during the summer and maximum sun during the winter. We worked with local area artisans to create the structure, making it a true community effort. This project also allowed our interns to earn hands-on experience through aiding in some of the construction and installation.

We believe in improving the lives of the citizens of our community through the design and creation of projects that serve the neighborhood’s utilitarian needs and spread beauty and creativity.



The bus stop has a steel frame with corten plates as an exterior skin and cedar and pine boards as an interior skin. We topped the structure with a green roof.

- Design for Ecology: Located on an urban, shade-less street, the green roof reintroduces nature to the site.
- Design for Integration: A bus stop is a crucial part of a city's infrastructure, but we didn't allow the utilitarian nature of the project deter our creativity. All citizens need beauty throughout the day, and this new bus stop is a moment of delight for residents on their daily commute.
- Design for Equitable Community: This project improves the user experience by creating a more comfortable bus stop. Our team incorporated community input in our final design.



Case Study and Example Projects

500 Building

The 500 Building is a demonstration of Luckett & Farley's commitment to our own neighborhood of SoBro and the city of Louisville as a whole. This vacant property has sat at the edge of the neighborhood for several years and needed an experienced team to reimagine the structure. The Luckett & Farley Development arm was engaged to develop plans for the building and worked with the Intercontinental Hotel Group (IHG) to arrive at the perfect flag in Hotel Indigo. This adaptive reuse plan includes 195-room hotel, a roof deck overlooking our beloved neighborhood, and a food and beverage vendor planning a reimagined jazz bar that harkens back to the golden age of the West End. This 175,000 SF property on Broadway is an example of the ability of Luckett & Farley to take on challenging projects that can be a catalyst for change in a neighborhood. We are committed to creating positive community and economic impacts and elevate the quality of the built environment throughout Louisville.



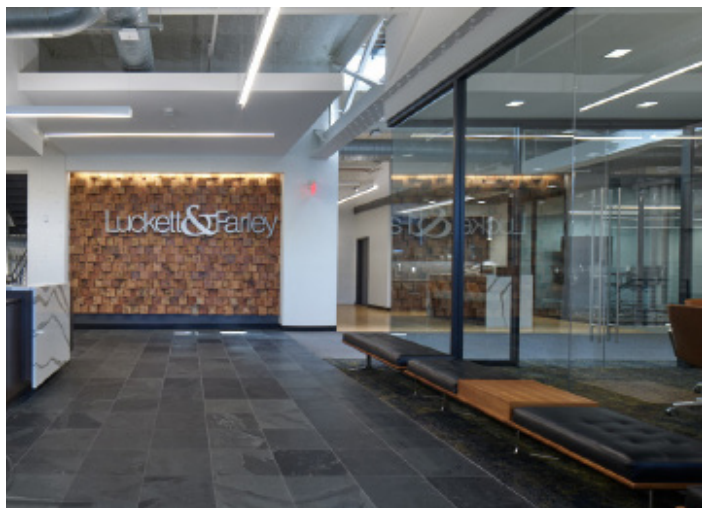
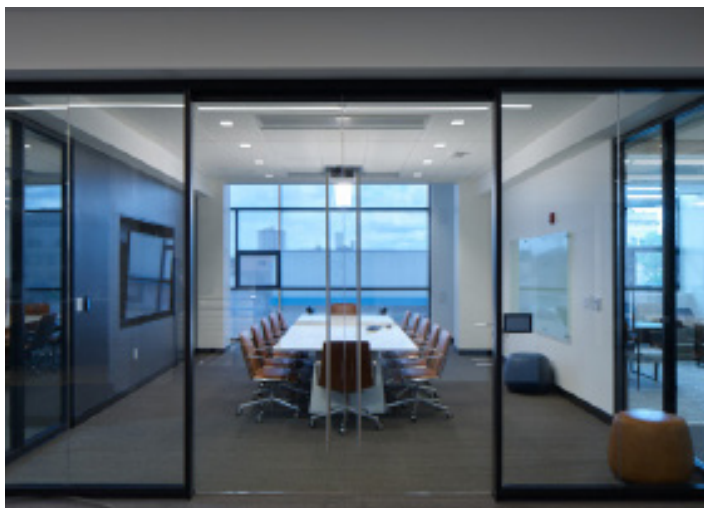
Case Study and Example Projects

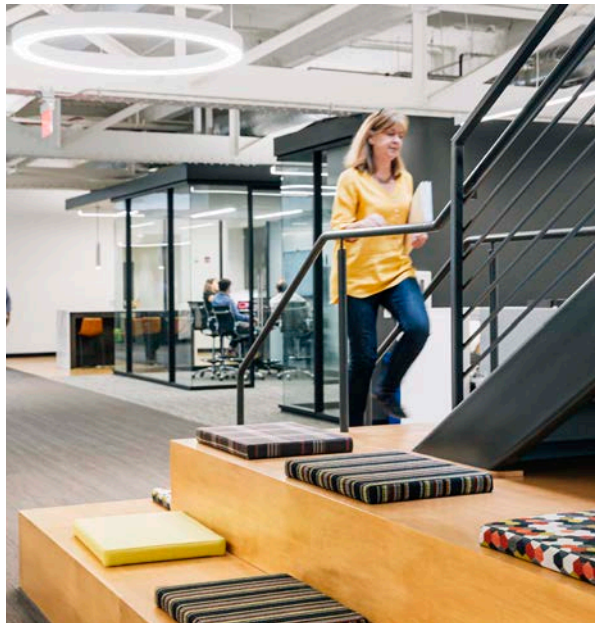
3rd & York

This innovative development represents every aspect of the Luckett & Farley enterprise as it incorporates our sustainable architecture, engineering, interior design, procurement, and development services. From inception to final project, Luckett & Farley has worked as a comprehensive team to turn the 100-year-old abandoned, two-story, 45,000 SF building into a renovated mixed-use facility to host the firm's new high-end office space.

Luckett & Farley's new offices evolved after the purchase of the building adjacent to their previous headquarters. The project expanded operations and joined the previous offices to the new through a number of intricate pass-through openings. The renovation introduced the latest building technologies like VRF chilled beam systems, but at the same time, it maintained the existing historic facade. Luckett & Farley designed and constructed the building in pursuit of a LEED Gold Certification.

This project not only represents the new home of the state's largest A/E/I firm, but it also represents a multi-million dollar investment into the SoBro district, a designated sustainable district by the Louisville Metro Government. The redesign opened up some retail and office space for leasing and hopes to attract a restaurant and brewery.



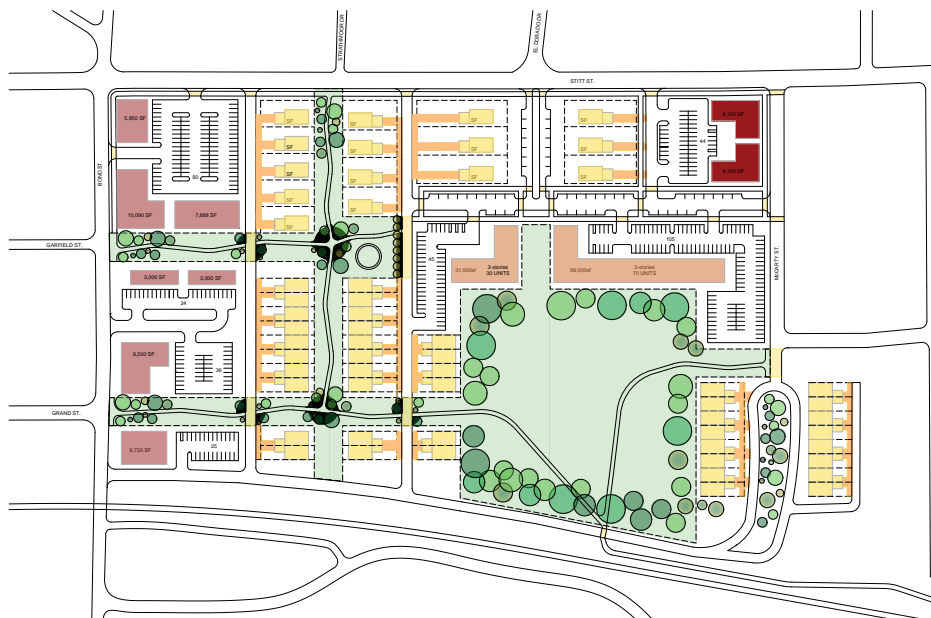


Case Study and Example Projects

Wabash

Luckett & Farley Development was engaged to provide comprehensive redevelopment services for the General Tire – GDX facility located at 1 General Street, Wabash, Indiana. This site is a complicated brownfield redevelopment where a former plant had been in operation for over 75 years, and the city and State of Indiana was struggling with the redevelopment of this property. The City of Wabash has engaged Luckett and Farley under two different Development Agreements. The first agreement was to produce a development assessment of the property to include: Needs assessment, Site Planning, Feasibility Studies, Financing Options, Tax Incentives, Financial Modeling, Meetings with the Local Officials and Community, Conceptual Architectural Model, and a Complete Master Plan. The second agreement was to manage, coordinate, expedite and oversee the brownfield remediation and cleanup of the existing contamination located within the property, including research and advice regarding the Indiana Brownfield Program.

The draft Master Plan envisions a mixed use development with small live work units, a large multi-use park with a modern multifamily unit bordering it, right sized bungalows for people to downsize, and single family residential overlooking treelined boulevards.



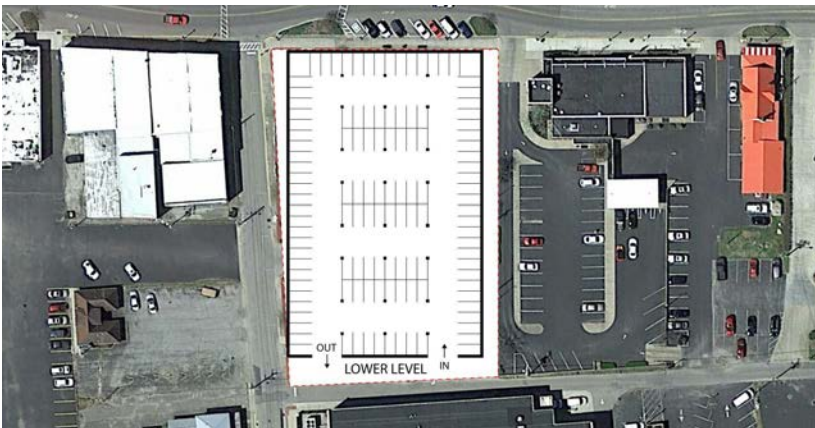
Case Study and Example Projects

Morehead Hotel

The Morehead Hotel, which will be at the corner of Main and Wilson in Morehead, Kentucky is a vital project to the economic development of the downtown Morehead, KY area. This project exemplifies the collaboration of partnerships between Luckett and Farley, the City of Morehead, and Rowan County. The city has longed for this project as it will be an anchor to the Morehead downtown revitalization, and increased usage of the Downtown Conference Center to which it will be attached. Luckett and Farley also utilized its partnership with Marriot to determine the best hotel flag for this location, a Fairfield Inn. During the development partnership, Luckett and Farley has brought multiple incentives to this project including: a tax increment financing district, Kentucky Tourism Development Incentives, and Historic Tax Credits to make this project feasible.

Luckett and Farley will take a current vacant lot and develop it into a 115-room hotel. This hotel will include amenities such as a parking garage, concierge services, a restaurant, fitness area and a roof deck with an outdoor common area, including a pool. The location of the hotel is optimal as it neighbors the Morehead Conference Center and minutes away for Morehead State University. It will be the only hotel within the core downtown district. Overnight visitors for conventions, banquets, meetings, and leisure travelers will now have the accommodation of staying locally at the hotel.

From the creation of jobs to attracting leisure travelers, the economic development growth possibilities for the City of Morehead stemming from this hotel are endless. Luckett and Farley is beyond proud to be involved in this hotel development and to be instrumental in the revitalization of Morehead.



Community Land Trust

Re:land Group proposes to lift up three very significant goals identified in the Louisville Comprehensive Plan:

The Re:land Group Proposed Project lifts up three very significant goals and objectives identified in the Louisville Comprehensive Plan: By Recognizing the community-wide importance of Louisville and Jefferson County’s distinctive natural, cultural, architectural, historic, and visual resources and their role in shaping the pattern and character of development. Re:land Group’s plan utilizes the characteristics of this special district to establish standards for the proposed development within the area; By focusing on an area that was formerly an industrial site, identifying an area with existing housing in desperate need of rehabilitation, utilizing an area with potential for additional residential and commercial development, Re:land Group would envision a Neighborhood Improvement District (NID). Re:land Group envisions the NID would not only create new, higher density, quality, affordable and market rate housing options, but also be supported by sustainable, workforce development initiatives that employs neighborhood residents and identifies high quality, livable wage jobs in the nearby Park Hill Industrial Corridor.

Also consistent with the Louisville Comprehensive Plan goal of People, Jobs, and Housing, Re:land Group’s sustainable workforce development initiative will help Parkway Place and other Park Hill residents be more resilient to local under and unemployment disparities. Re:land Group’s core belief is rooted in the people of Park Hill neighborhood, including Park Way Place and our Placekeeping Strategy. By focusing on a “Creative Placekeeping” strategy as the active care and maintenance of a place and its social fabric by the people who live and work there, Re:land Group will seek to institute a year long, community-led, engagement process before one spec of dirt is turned. It is not just about building new or preserving existing buildings, but Re:land Group understands the vital importance of keeping the cultural memories associated with a locale alive, while supporting the ability of local people to maintain their way of life as they choose. The effort will culminate with Re:land Group and “the community” entering into a Community Benefits Agreement (CBA) that will highlight a collaborative effort, outlining the responsibilities of both sides as outlined in the framework for success in Table [1]. Re:land Group utilizes Community Benefit Agreements (CBAs) agreements between itself as real estate developers and coalitions of community organizations. This CBA will address a broad range of community needs and allow the Park Hill and Park Way Place community coalitions to play a role in shaping this project, to win benefits that are tailored to their community, and to ensure Re:land Group’s engagement from start to finish of this project.



How do we fit into MBE Goals?

In cooperation and in tandem with Louisville Metro Government's Human Relation Commission and their Equal Opportunity goals for community projects to ensure their ordinances are upheld. Re:land Group is placing a heavy emphasis on engaging, partnering, and including qualified minority and women-owned business as well as being inclusive for the workforce development and employment goals for the project. Re:land Group has demonstrated their commitment to inclusion and diversity by taking the lead in our selection of having at least 1/3 of the Master Development Team being MWBEs.

Re:land Group is setting forth a 50% MWBE participation goal for the project along with a 35% workforce development and training goal for the project. This does NOT include the targeted goal for the federal compliance requirement of Section 3 of the Housing and Community Development Act of 1968. For those residents of Park Way Place, which sits directly across the street from the proposed Rhodia redevelopment site, Re:land Group intends to work with the Louisville Metro Housing Authority to recruit, train, and hire to the greatest extent feasible at least 30% from the public housing development. Also, the project will target an additional 10% for Section 3 qualified businesses and another 3% for professional services as a goal for the project.

It is our belief that through our unique partnership with the University of Louisville and its Signature Partnership Initiative and Re:land Group overall workforce and minority and women inclusion goals, this project will not only meet, but exceed the stated goals and become both a national model as well as a Best Practices for MWBE and Section 3 participation. Re:land Group will work with local faith-based institutions in the immediate and surrounding neighborhood as well as other public and private entities, including community colleges and the only Historical and Black College and University (HBCU) in the city, Simmons University to assist in the recruitment, training, and workforce readiness for the project.



Job Creation Projections

Our Phase 1 plan, as described herein, is projected to generate an estimated 272 new permanent jobs.

These job creation/employment figures are calculated based on a range of space utilization rates in the retail and amenity features of Phase 1 of the development, as included elsewhere but summarized again here:

- Phase 1 includes (+/-) 90,000 SF @ average \$18/SF, of large and small offices, coffee and sandwich shops, restaurants, bank, and grocery/cafeteria. The plan includes 26 retail spaces ranging in size from 600 – 22,000 SF, and assumes the absorption will start at 65% due to planned partnerships and sales lead time available. We will be seeking an “anchor” corporate partner that will take space but also invest in the state-of-the-art energy and tech initiatives contemplated in our workforce development and training initiatives. Examples being pursued are Microsoft (through its Louisville project) and Google (through Alphabet’s city planning/smart city) initiatives.
- Amenities are state-of-the-art, packaged into a Wellness Center structured as a co-op for residents with graduating ownership structure. (+/-) 15,000 SF indoor space @ average \$12/SF, indoor/outdoor water park/therapy pool, health center & rehab, day care, tech room/micro-library, pop up grocery/farmers market. Wellness Center memberships are expected to be available to neighborhood non-residents. Plans for an amphitheater in the green space contribute minimally to future income projections.

Employment estimates range from 200 permanent jobs up to 1000 jobs, mixed between construction and permanent.

The projected jobs will be produced using a strategy where, to the greatest extent feasible, Re:land Group will work with renters/employers to recruit, train, and hire low and moderate income persons directly from the adjacent neighborhood, including the Park Way Place public housing complex and Louisville Metro Housing Authority as part of our Section 3 of the Housing and Community Development Act of 1968 strategy as well as ensuring that persons make a fair and decent wage with the implementation of the Davis-Bacon federal labor standards, where applicable and paying persons the applicable wage determination as identified in the federal standards as well as tracking and monitoring these cross cutting federal requirements throughout the entire project building and redevelopment process.

Re:land Group will work with other local non-profit and faith-based, community organizations to recruit, train, hire, and develop a more resilient local workforce. These jobs, both construction and post construction will be tied to performance as well as other low interest loans for job growth and expansion that will be made available to businesses both currently within the industrial corridor and those new, prospective businesses seeking to relocate the area who are committed to “hiring first” from the area in cooperation with the Community Benefits Agreement.

Socially Just, Culturally Rich, and Ecologically Restorative

The International Living Future Institute (ILFI) is a nonprofit working to build an ecologically-minded, restorative world for all people. Using principles of social and environmental justice. ILFI runs the Living Building Challenge, which is the world's most rigorous green building standard, not to mention several other programs: the Living Product Challenge, the Living Community Challenge, and the Reveal, Declare and Just labels. These programs develop a green framework for living in a 21st-century world.

The Living Building Challenge is the world's most rigorous standard for green buildings. Going above and beyond LEED certification, Living Buildings strive for net-zero or net-positive energy, are free of toxic chemicals, and lower their energy footprint many times below the generic commercial structure.

The Living Community Challenge (LCC) creates a new era for community building and a new vision for urban design. It provides a holistic philosophy, advocacy tool and certification process for the vision plan, master plan, construction and evolution of a Living Community. The LCC scales up the innovations made by Living Buildings and Living Products, and envisions entire cities and regions as living entities. There are three levels of certification: Net Zero Energy, Petal and Living; and there are seven performance areas: Place, Water, Energy, Health and Happiness, Materials, Equity, and Beauty.

All concepts and scope of work described in this section are subject to change as a result of the community Placekeeping effort and final development of project budget and financing.

A construction worker is silhouetted against a bright light source while standing on a wooden ladder. The worker is reaching up to adjust or install a light fixture on the ceiling. The room is dimly lit, with the primary light coming from the fixture being worked on. In the background, there are stacks of materials, possibly bricks or tiles, and some construction debris. The overall atmosphere is one of focused labor in a construction or renovation setting.

**Inclusive
investments that
create resilient
community assets
for generations to
come.**

Park Hill Neighborhood

Rhodia Property



Section 05

**Financing & Project Timeline
Estimations**

Our proposal for a mixed use, mixed income retail, housing and amenities project is based on the feedback gathered by LMG from Park Hill Community members on January 7, 2020. Using goals and principles of the Living Building Challenge, Passive House and WELL Certified buildings our intent is to construct a development using hard/soft costs informed by our team's collective experience in developing, designing and building such high-performance, resilient projects over the past 30+ years.

This same team has significant relationships with lenders, equity investors, including opportunity zone funds, and government and non-profit organizations that specialize in finding and utilizing various types of housing, environmental and health justice-related tax credits, grants and bonds that provide for the broad range of types of funding that our proposal contemplates. Re:land and its partners have had extensive discussions with such diverse capital sources, based on relationships developed over the past 3 decades, and they are eager to be part of the financing of this development as proposed.

The summary information below articulates the most important assumptions to the overall financing structure of the project. Initial placekeeping and remediation are pre-requisites to the development project, in the sense that they must be fully understood and implemented before the final design and plan for the project can be fully completed, and as such, these two activities are handled as a separate set of costs and in a separate budget.

All rates, costs and areas defined in this section are all targets that rely on defined sources.

Placekeeping

Re:land will fund initial placemaking/placekeeping stakeholder charrette's and art- and activity-interventions, that will serve to engage neighborhood groups and individuals in the ultimate planning and design of the proposed project. Permanent placekeeping elements are built into the hard/soft costs of the project itself.

Remediation

As a significant unknown, remediation costs are outside of the project proposal. The level and type of remediation will also determine the final design of the project, and affect the overall budget, but will clearly be financed as its own activity, and be highly dependent on brownfield remediation support from agencies like the USEPA (Brownfields Assessment Grants, Cleanup Grants, Cleanup Revolving Loan Fund, Tax Incentive), HUD (Brownfields Economic Development Initiative grants, Section 108 Loan Guarantees, CDBG) and EDA (Public Works and Economic Development Facilities Grants), before the project commences.

Detailed Construction Budget

With all the caveats about community-driven design and remediation findings and costs determining the final design and plan outlined above, our Phase 1 initial plan described above has a projected construction budget broadly estimated at \$111 million, roughly broken out as follows:

Land / Acquisition	1	0%
Building Construction	99,708,840	90%
FF&E	892,951	1%
Soft Costs (1)	9,970,884	9%
Closing Costs & Fees	427,324	0%
Total Uses	111,000,000	100%

Summary of Phase 1 Development

Phase 1 housing, constructed as 4 floors (wood frame) above the 1 floor retail and amenities (concrete podium), will be built in this initial mix:

- equitable/affordable 1, 2, and 3br (+/- 40% of sf), average \$/sf/month = \$1.00
- student quad suites (+/- 40% of sf), average \$/sf/month = \$2.00
- market rate (+/- 20% of sf) studio and 1br units only, geared toward more affordable starter units for those seeking to live close to downtown.

The units will be right-size designed for comfort and flow. Student units will be standard quad units with a shared kitchen, approximately 1200 sf. Equitable/affordable units are 500-1200 sf, and market rate studios and one-bedrooms are 400 sf and 600 sf, respectively. Common space in each building is minimal, projected at 20% of total sf on the housing floors and 10% for the retail/amenities floor.

In the first year of the development, 100% of the equitable/affordable units will be built (estimate of 300-400) and are expected to fill quickly (with priority given to Parkway Place neighborhood residents wishing to move). Approximately one half of the student and market rate units will be built in the first year, and the rest in the second year (totaling 200-250 units), and the absorption rate of both is projected to be slower than that of the equitable/affordable units. The student population will be drawn from the neighboring secondary education institutions, which beyond UofL includes Simmons, Spalding and Jefferson Community and Technical College and the units are expected to be especially well-situated and appropriate for UPS Metro College students.

Retail and amenities are being emphasized to provide greatly needed services to the surrounding neighbors as well as residents. It will also help “create a market” that bridges from the current geographic isolation of the land and nearby residents to a strategic hub linking UofL, Airport corridor, Dixie Highway to Downtown thoroughfare, and connection to nearby I-264 area businesses and jobs.

Phase 1 includes +/- 90,000 sf @ average \$18/sf, of large and small offices, coffee and sandwich shops, restaurants, bank, and grocery/cafeteria. The plan includes 26 retail spaces ranging in size from 600 – 22,000 sf, and assumes the absorption will start at 65% due to planned partnerships and sales lead time available. We will be seeking an “anchor” corporate partner that will take space but also invest in the state-of-the-art energy and tech initiatives contemplated in our workforce development and training initiatives. Examples being pursued are Microsoft (through its Louisville project) and Google (through Alphabet’s city planning/smart city) initiatives.

Amenities are state-of-the-art, packaged into a Wellness Center structured as a co-op for residents with graduating ownership structure. +/- 15,000 sf indoor space @ average \$12/sf, indoor/outdoor water park/therapy pool, health center & rehab, day care, tech room/micro-library, pop up grocery/farmers market. Wellness Center memberships are expected to be available to neighborhood non-residents. Plans for an amphitheater in the green space contribute minimally to future income projections.

In addition to ownership in the Wellness Center Co-Op, up to one half of the housing will be subject to a community land trust to control for escalating unit prices and gentrification upon eventual sale. Ownership options for residents will be offered after the initial few years of the project, providing time to stabilize the development and ensure long-term sustainability and growth.

Purchase Price

Due to the likely significant remediation, planning and cost challenges associated with the project, and the significant future local and state tax revenues to be generated in the future, we propose a \$1 purchase price for the land itself, so that we can invest every available dollar to the features and amenities that will be central to its overall and long-term success.

Ability to Finance, Types of Funding

The types and mix of project funding sources will depend heavily on the final design and plan, however the chart below outlines what types of sources we will be pursuing for the \$111 million Phase 1 effort described above. This is a varied and creative capital stack, where each element is dependent on the other. For instance, Opportunity Zone Fund investors we are talking to appreciate the expertise of Re:land and its partners to be willing and able to pursue this level of government and grant-oriented funding. They also appreciate the project's ability to fund this level of bond and construction/perm debt financing. Finally, no one element of the financing is over-stretched, helping reduce risk for this creative and challenging project. The unique team of partners makes the varied capital stack possible and desirable.

Sources	\$	%
Opportunity Zone Fund Investment	15,000,000	14%
Re:land Seed Investment Preferred	1,000,000	0.90%
Bond Financing	10,000,000	9%
Construction Loan to Perm	22,000,000	20%
Grants/Government Sources		
Brownfield funds	9,000,000	
HTC (Housing Tax Credit)	15,000,000	
TIF	15,000,000	
CDBG (Section 108 loan) L	7,500,000	
FHLB (Federal Home Loan Bank) G	7,500,000	
Philanthropic Contributions	5,000,000	
LHTF G	4,000,000	
Total Grants/Govt Sources	63,000,000	57%
Total Sources	111,000,000	99%

Sources

Opportunity Zone Fund Investment

Opportunity Zones were created to revitalize economically distressed communities using private investments rather than taxpayer dollars. To stimulate private participation, taxpayers who invest in Qualified Opportunity Zones are eligible to benefit from capital gains tax incentives available exclusively through this new legislation.

Bond Financing

State and local governments sell tax-exempt Housing Bonds, commonly known as Mortgage Revenue Bonds (MRBs) and Multifamily Housing Bonds, and use the proceeds to finance low-cost mortgages for lower-income first-time homebuyers or the production of apartments at rents affordable to lower-income families.

Section 8 Housing Choice Voucher Program

The Section 8 Housing Choice Voucher program is the federal government's major program for assisting very low-income families, the elderly, and the disabled to afford decent, safe, and sanitary housing in the private market. The program is administered locally by public housing agencies (PHAs). A family that is issued a housing voucher is responsible for finding a suitable housing unit of the family's choice where the owner agrees to rent under the program. A housing subsidy is then paid to the landlord directly by the PHA on behalf of the participating family and the family pays the difference between the actual rent charged by the landlord and the amount subsidized by the program.

Project-based vouchers are a component of a public housing agencies (PHAs) housing choice voucher program. A PHA can attach up to 20 percent of its voucher assistance to specific housing units if the owner agrees to either rehabilitate or construct the units, or the owner agrees to set-aside a portion of the units in an existing development

RAD was created in order to give public housing authorities (PHAs) a powerful tool to preserve and improve public housing properties and address the \$26 billion dollar nationwide backlog of deferred maintenance. RAD also gives owners of three HUD "legacy" program (Rent Supplement, Rental Assistance Payment, and Section 8 Moderate Rehabilitation) the opportunity to enter into long-term contracts that facilitate the financing of improvements.

Benefits of RAD and Public Housing Conversions

- RAD allows public housing agencies to leverage public and private debt and equity in order to reinvest in the public housing stock. This is critical given the backlog of public housing capital needs - estimated at over \$35 billion.
- In RAD, units move to a Section 8 platform with a long-term contract that, by law, must be renewed in perpetuity. A Use Agreement is also recorded under RAD further enforcing HUD's long-term interest. This ensures that the units remain permanently affordable to low-income households.
- Residents benefit from a right of return, a prohibition against re-screening, and robust notification and relocation rights. Residents continue to pay 30% of their adjusted income towards the rent, maintain the same basic rights as they possess in the public housing program, and gain a new option to request tenant-based assistance if they wish to subsequently move from the property.
- RAD maintains the ongoing public stewardship of the converted property through clear rules requiring ongoing ownership or control by a public or non-profit entity.

- RAD is highly cost-effective, relying on shifting existing levels of public housing funds to the Section 8 accounts as properties convert.

Brownfield funds

Brownfield and abandoned sites can be a drain on county and municipal governments from both an economic and environmental standpoint, but the benefits of redeveloping these properties is also of immense importance to address public health and aesthetic improvements, and potentially provide new local jobs. Federal brownfields funding programs are a key catalyst to starting redevelopment projects. There are resources that can assist county governments in identifying the particular funding program that will work best for their redevelopment project.

In 2007, Kentucky modified their enabling legislation to include environmental remediation as an eligible use of TIF proceeds

HTC (Housing Tax Credit)

There are two kinds of credits within the HTC program offered through Kentucky Housing Corporation:

The “9 Percent” Credit:

The 9 percent credit is designed to subsidize 70% of the eligible development costs (“eligible basis” or costs incurred during the construction period excluding land, off-site improvements, commercial costs, and costs above state limits, i.e. portions of developer fees or architectural fees that are considered excessive).

The “4 Percent” Credit:

When 50% or more of a project’s eligible costs (“aggregate basis” or land plus any depreciable fixed assets) are financed with tax-exempt private activity bonds, developers can receive the 4 percent credit, which is designed to subsidize 30% of the eligible basis. This credit, while much lower in value, has no cap.

TIF

Tax increment financing, or TIF, subsidizes developers and companies by refunding or diverting a portion of their taxes to help finance development in an area or (less frequently) on a project site. A TIF helps to pay for infrastructure improvements (streets, sewers, parking lots) in the area near a new development. In some states, like Kentucky, TIF can also be used for acquiring land (including eminent domain), paying for planning expenses (legal fees, studies, engineering, etc.), demolishing and rehabbing buildings, cleaning up contaminated areas (“brownfields”), or funding job training programs.

CDBG (Section 108 loan)

The CDBG program provides communities with resources to address a wide range of unique community development needs. The annual CDBG appropriation is allocated between States and local jurisdictions called “non-entitlement” and “entitlement” communities respectively. A Section 108 Loan is a loan that local and state entities can lend to eligible projects against future CDBG allocations.

FHLB (Federal Home Loan Bank)

The purpose of AHP is to subsidize the interest rates on advances or loans made by the Federal Home Loan Bank system to a member bank and to provide direct subsidies to these banks. The banks then pass these subsidized interest rates and direct subsidies on to housing developers to help them support the development of affordable rental housing. The subsidies must be used to finance the purchase, construction, and/or rehabilitation of rental housing, at least 20% of the units of which will be occupied by and affordable for very low-income households for at least 15 years.

Philanthropic Contributions

Large private and public foundations that have formed a funding collaborative or individual funds and programs aimed at catalyzing systemic change to address the shortage of safe, stable, and affordable rental housing in Metro Louisville.

LHTF

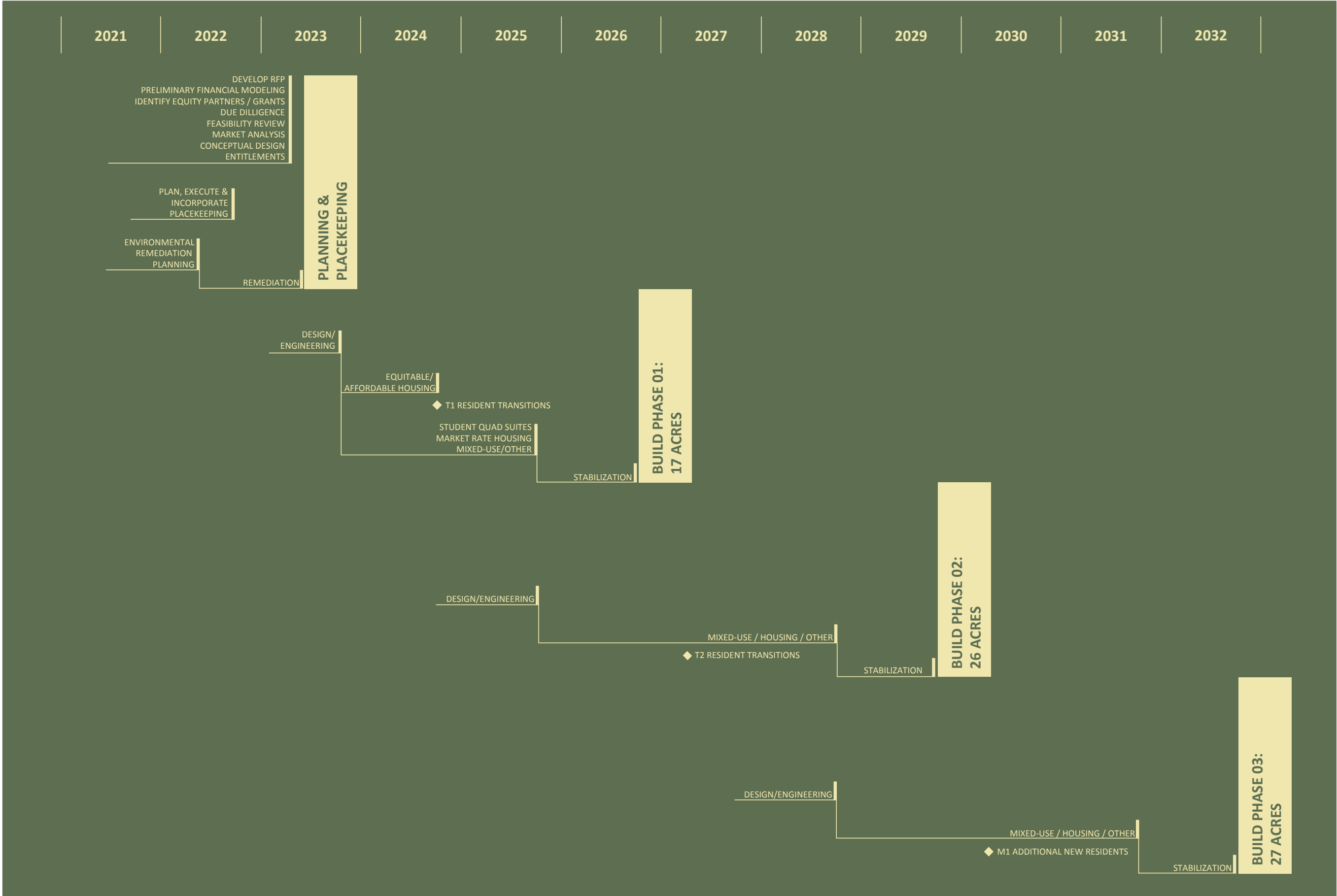
The Louisville Affordable Housing Trust Fund program finances general funds dedicated to the creation and/or preservation of affordable housing. Funds are made available to eligible applicants for the purpose of supporting local affordable housing development projects.

Operating Pro Forma

The operating pro forma described below identifies Phase 1 work. This assumes targets for funding have been met with regard to sources, rates, costs and areas. Detailed assumptions and further information is available upon request.

	2023	2024	2025	2026	2027
Revenue					
Residential Units	3,241,748	4,887,207	5,722,096	6,520,506	7,373,635
Commercial / Retail	1,177,704	1,224,812	1,469,774	1,732,374	2,013,630
Amenities	111,104	115,548	138,658	163,432	189,965
Amphitheater*	0	0	35,000	45,000	60,000
Parking	0	0	25,000	45,000	45,000
Other Income (green credits)	0	0	0	0	0
Total Revenue	4,530,556	6,227,568	7,390,528	8,506,312	9,682,230
Expenses					
Owners Administrative & General	294,486	404,792	480,384	552,910	629,345
Department Personnel on Site	250,000	275,000	302,500	332,750	366,025
Property Management	135,917	186,827	221,716	255,189	290,467
Information & Telecom	250,000	275,000	302,500	332,750	366,025
Sales & Marketing	250,000	275,000	302,500	332,750	366,025
Property Operation & Maintenance	700,000	770,000	847,000	931,700	1,024,870
Utilities (Common spaces)	100,000	110,000	121,000	133,100	146,410
Insurance	200,000	220,000	242,000	266,200	292,820
FF&E Reserves	158,569	217,965	258,668	297,721	338,878
Property Taxes	717,904	717,904	717,904	717,904	717,904
Total Expenses	3,056,876	3,452,487	3,796,172	4,152,974	4,538,769

Development / Purchasing Plan / Construction Timeline



Site Purchase Terms

Subject to findings from placekeeping and remediation efforts and the final design and plan, including the final capital stack for financing, we would anticipate completing a final purchase agreement and taking title from LMG early in the middle of 2021, allowing the Phase 1 project to be substantially complete in 2024.

Assistance From LMG

We anticipate needing significant LMG support and advocacy during the remediation analysis, plan and implementation, as described elsewhere herein. In the final design and plan, we would like LMG to consider taking a limited but important co-developer role in the project. Broadly, the purpose of the role would be to provide LMG a continuing ownership stake in the development to allow for participation in future monetary upside, in recognition of the key role LMG plays and will continue to play as the current property owner, as the key advocate in remediation, zoning, partnerships, economic development initiatives, mobility initiatives, and housing plans associated with not just Phase 1 of the project but the more significant vision for the neighborhood stakeholders and the Parkway Place housing development plans in the ensuing years.

Plan to Address Displacement and/or Gentrification

The Re:Land Proposed Project lifts up three very significant goals and objectives identified in the Louisville Comprehensive Plan: By Recognizing the community-wide importance of Louisville and Jefferson County's distinctive natural, cultural, architectural, historic, or visual resources and their role in shaping the pattern and character of development. Re:Land's plan utilizes the characteristics of this special district to establish standards for the proposed development within the area; By focusing on an area that was formerly an industrial site, identifying an area with existing housing in desperate need of rehabilitation, utilizing an area with potential for additional residential and commercial development, Re:Land would envision a Neighborhood Improvement District (NID). Re:Land envisions the NID would not only create new, higher density, quality, affordable and market rate housing options, but also be supported by sustainable, workforce development initiatives that employs neighborhood residents and identifies high quality, livable wage jobs in the nearby Park Hill Industrial Corridor.

Reference Fair Labor Standards

The Re:land team fully acknowledges its intent to comply with the Davis-Bacon and Related Acts, which applies to contractors and subcontractors performing on federally funded or assisted contracts in excess of \$2,000 for the construction, alteration, or repair (including painting and decorating) of public buildings or public works. Davis-Bacon Act and Related Act contractors and subcontractors must pay their laborers and mechanics employed under the contract no less than the locally prevailing wages and fringe benefits for corresponding work on similar projects in the area. The Davis-Bacon Act directs the Department of Labor to determine such locally prevailing wage rates. The Davis-Bacon Act prevailing wage provisions apply to the "Related Acts," under which federal agencies or those in receipt of federal funding to assist construction projects through grants, loans, loan guarantees, and insurance.

All concepts and scope of work described in this section are subject to change as a result of the community Placekeeping effort and final development of project budget and financing.

A live, work, play
community made
accessible for all.



Park Hill Neighborhood

Rhodia Property



Section 06

SOI Checklist & Assurances

Checklist of SOI Items with Reference to Pages / Sections

1. Compatibility

- a. Consistency with the above development requirements herein and with the Louisville Land Development Code; and
Section 4
- b. Project must enhance the neighborhood and be compatible with a mix of uses in the area;
Section 1, Section 2, Section 3, Section 4
- c. Consistency with the Park Hill Industrial Corridor Plan OR an alternative approach.
Section 4
- d. A plan to address displacement and/or gentrification.
Section 1, Section 2, Section 3, Section 4
- e. A plan that specifically addresses how the respondent will work with residents, property owners, and neighboring businesses to ensure the proposed development is compatible with surrounding conditions, not only during pre-development, but also during the construction and operation phases.
Section 3, Section 5

2. Proposed Development

- a. Proposed site plan, amount of total floor area proposed; each proposal should include
Section 4
- b. schematic drawing of the development proposal for the Site, including placement and size of buildings, parking, outdoor dining areas, if any, and landscaping. Respondents shall also include a brief summary of the proposed building program to convey the nature of the proposed use(s) and occupancy of the Site;
Section 4
- c. Rationale for the design concept and remediation plan;
Section 4, Section 5,
- d. Mix of uses;
Section 4
- e. Number of construction and permanent jobs expected to be created, including assumptions used to arrive at that calculation, as well as estimated payrolls;
Section 4, Section 5
- f. Proposed terms for purchase or lease of Site;
Section 5
- g. If not occupying all of the Site for respondent's own use, the proposed rent structure for any tenants;
Section 5
- h. Amount and type of requested assistance from LMG, if any. Proposals that are less dependent on Metro assistance will receive a higher score; and
Section 5
- i. Timetable for construction and opening of project.
Section 5

3. Team Experience

- a. Project team qualifications and experience with projects of similar size and scope; and
Section 1, Section 4
- b. Demonstrated ability to finance the project through equity or debt, including a detailed financial plan for the financing of the proposed project, including expected sources and uses of funds. If respondent anticipates requesting financial incentives from LMG or other governmental entities, it shall describe the requested assistance with specificity and provide evidence justifying why the assistance is required in order for it to undertake the project. The respondent shall also provide an operating pro forma that should, at minimum, cover a five (5) year forecast of projected income and expenses.

Section 5

4. Community Benefits

- a. Project proposes a unique development that will enhance the surrounding area;
Section 3, Section 4
- b. Project reflects that it considered the community feedback gathered at the Rhodia Property Redevelopment Meeting on January 7, 2020, contained herein as Exhibit L, as well as any subsequent public meetings;

Section 3

- c. Project applies innovative environmental solutions for any needed site remediation;

Section 4

- d. Responses should include a draft proposal for a binding Community Benefits

Section 3

Agreement that includes, at minimum:

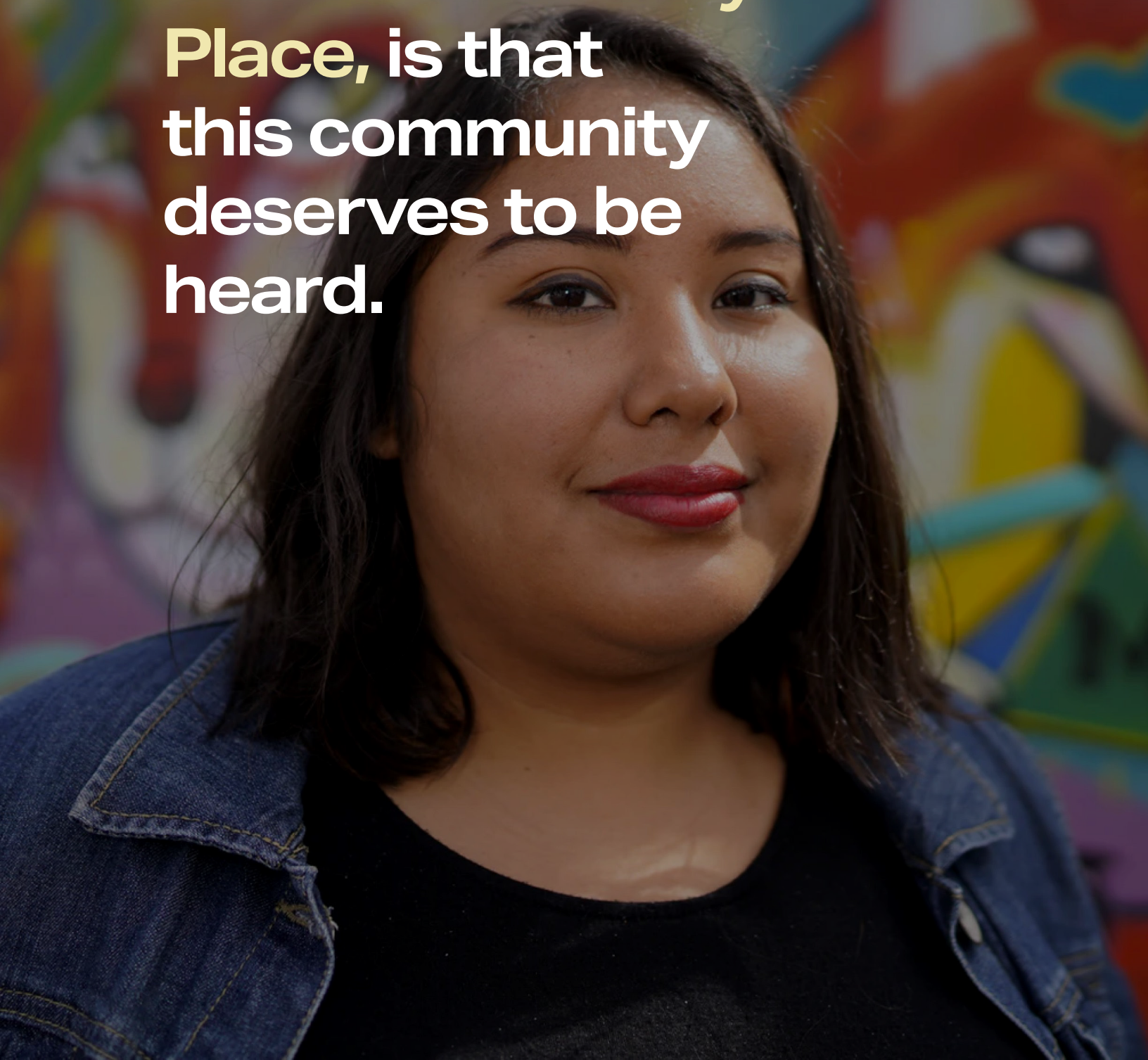
- 1. a commitment to hire and train workers from surrounding neighborhoods and CDBG-eligible census tracts;
Section 5
- 2. a process for resident engagement throughout the development; and/or
Section 3
- 3. winning bidder agrees to abide by MBE percentage goals contained within LMCO 37.75

Addendums

SOI Selection Timeline Agreement

We have read the SOI timeline issued by the City of Louisville for this project and we are confident that our team will be able to attend all public and private community engagements and milestones.

**Our shared vision
for the Rhodia
site and Parkway
Place, is that
this community
deserves to be
heard.**



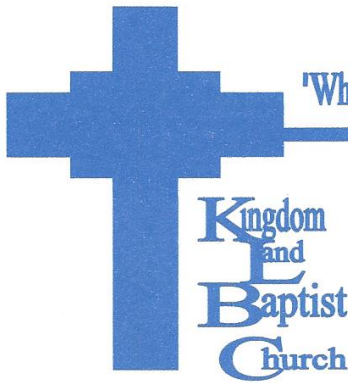
Park Hill Neighborhood

Rhodia Property



Section 07

Letters of Intent & Support



'Where the Spirit is EMBRACED, Love is FELT, Lives are CHANGED'

Rev. H. Wayne Colbert, Pastor

June 16, 2020
James H. Beckett
Managing Partner
Re:land Group
10509 Jimson Pool Street
Prospect, Kentucky 40059

RE: Rhodia Property Development

Jim,

On behalf of myself as Pastor of Kingdom Land Baptist Church, our church, its members, our parishioners who reside in Parkway Place, and other neighborhood constituents. I am pleased to write a letter in support of Re:land Group's proposal to Louisville Metro Government, to develop the vacant lot across from our church and hopefully Parkway Place next. Your team's belief in transforming a community deep in promise and culture, but short on investment and opportunity for decades is a blessing.

We have never had a developer come to our church to ask me what we want for the future, or to share a vision that puts our church and Park Hill residents at the center of something transformational. Kingdom Land has been engaged in the Park Hill neighborhood for over 52 years. Your team's clear vision to break cycles of poverty by bringing investment, UofL, the city and other critical partners, along with the possibility of new employers, workforce development, housing, amenities and a belief in "us" is long overdue.

The vacant commercial site adjacent to the Park Hill community and Parkway Place, has sat vacant for over 20 years and remains plagued with environmental issues that also contribute to the lowering of property values in the neighborhood. Our children deserve some of those green spaces to be able to play, and high quality learning institutions for our children to have a chance at a good, safe education.

1822 South Eleventh Street * Louisville, Kentucky 40208 * (502) 637-5922 * Fax ~ (502) 636-2028 *
www.kingdomlandbc.com



'Where the Spirit is EMBRACED, Love is FELT, Lives are CHANGED'

Rev. H. Wayne Colbert, Pastor

I shared Re:land's plans to put our community at the center of developing a real future with my leadership team. We absolutely want to stand with you and your partners to change lives. Your team's belief in what many do not see gives us hope. Great things happen when people have hope. We look forward to introducing you to many other residents of Parkway Place and the broader Park Hill community so they can understand that there are people out there who believe in the great things about them and this neighborhood. So my next question is when can we start?

We truly hope the city understands that Re:land brings something to our community that is not easily found- humility and action. You and I have spent many weeks talking about the state of our city and we are no doubt at a critical time in our history. The opportunity to transform our neighborhood could not come at a better time, and a more important time. Kingdom Land and its membership stand with you and your partners, to do as you say, the "impossible." Of course we know that nothing is impossible with God, nothing. Thank you for making Kingdom Land part of the process and I look forward to our continued friendship.

Warmest regards,

Rev. H. Wayne Colbert
Kingdom Land Baptist Church
1822 S. 11th Street
Louisville, KY. 40208
502.637.5922
hwcolbert@kingdomlandbc.org

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www.kingdomlandbc.com

June 15, 2020

Re:land Group, LLC
c/o James H. Beckett
Managing Partner
VIA ELECTRONIC MAIL TO: james@reland.group

Re: Proposed Rhodia Site Mixed-Income, Mixed-Use Development- Louisville, Kentucky

Dear Mr. Beckett:

We are excited to learn about Re:land Group's vision and plans to transform an area of the Parkhill neighborhood in Louisville, Kentucky, and submit this letter of support for your proposal. It is our understanding that the 17-acre Rhodia property in Louisville, Kentucky has been vacant for over 20 years, and the residents at Parkway Place have had little to hope for in the way of new housing, amenities, workforce development, new jobs and investment in their community. Investing in quality housing solutions for families and communities across Kentucky, particularly in underserved communities is at the forefront of the Kentucky Housing Corporation's ("KHC") mission and goals.

KHC Board Chair, William Summers, V shared with me the plan to create a denser mix of new, biophilic, resilient, regenerative mixed-income multi-family homes, including affordable living spaces. We are glad to see plans where developers create living spaces that are focused on raising both the quality of life for residents as well as being health conscious. In addition, Chairman Summers and I applaud the commitment to letting the Parkhill community and Parkway Place residents "lead" the development through placekeeping collaborative activities to learn from the neighborhood before building.

So on behalf of the KHC, Board Chair Summers and I applaud your plans, and hope the selection committee understands the unique opportunity Re:land is bringing to a community long overdue for investment. We look forward to your application(s) for KHC resources for the project.

Respectfully submitted,



Lisa Beran
Interim Executive Director

cc: William E. Summers, V, Chair





Louisville Metro Government Selection Committee
Rhodia Property Solicitation of Interest

Ben Reno-Weber
Executive Director
Microsoft Future of Work Initiative

June 12, 2020

To Whom it May Concern:

I am writing this letter to support Re:land Group's vision to collaborate with the Parkhill neighborhood, and help transform one of our city's most underserved communities. Reland's plans also include addressing the significant gap in technology education and entrepreneurship in Louisville's West End. The Microsoft Future of Work Initiative is focused on helping to close those gaps through education, mentoring, and building strong connections with local corporations – and we recognize that Re:land's project at Rhodia and Parkway Place could be transformative.

It is well documented that black and minority-owned businesses are more likely to hire black and minority employees, and that black-owned tech businesses are drastically underrepresented, in significant part because of the lack of connectivity, resources, and support to help found and scale these businesses. The Future of Work Initiative supports the creation of a tech incubator program at the site. Such a space could also be used to support Future of Work's educational institutions, building a clear synergy between training and employment in Louisville.

Similarly, transportation, broadband internet access, and access to hardware remain a significant barrier to education and employment in the West End of Louisville, and this project could help address all of those things at once. The Microsoft Future of Work Initiative is committed to supporting this work and this project.

Thank you for your consideration,

Ben Reno-Weber
Executive Director
Microsoft Future of Work Initiative

Cc: Jim Beckett, Re:land Group

June 8, 2020

Re:Land Group
c/o Jim, Beckett
10509 Jimson Pool Street
Prospect, KY 40059

On behalf of President Neeli Bendapudi and the University of Louisville community, I am pleased to write a letter in support of the Re:Land Group's proposal to Louisville Metro Government (LMG) to redevelop an underutilized and dilapidated 16.7 acre property, the historic Jones-Dabney Company Laboratory Building, to a productive use. After reviewing the Re:Land Group's proposal, I am convinced that its overarching plan/strategies holds great promise in forging a new paradigm on how community partners, stakeholders and residents can come together, leverage their resources and create a new and integrated approach to ending poverty and give all our families and children a real shot at economic opportunity.

UofL takes pride in its role as a major metropolitan research university that understands and values the importance of being an "anchor" institution in the community. Since 1997, the university has established as one of its primary goals the desire to be an engaged institution committed to direct interaction with external constituencies and communities through "partnerships and collaborations". UofL's new Strategic Plan further emphasizes the university's commitment to community engagement via expanding required experiential learning, improving the case and impact of partnering with the university, and in creating new social, cultural and learning opportunities that connect our campus and external communities both locally and globally. Moreover, President Bendapudi continues to stress the importance of redirecting the university's economic and intellectual resources, facilities, and other assets to benefit the Louisville community.

In 2007, the university launched a community collaboration called the Signature Partnership Initiative (SPI) aimed at enhancing the quality of life for residents in west Louisville, metro Louisville's urban core. The SPI represented a bold and innovative strategy to tackle one of the region's most pressing challenges—improving the standard of living and access to economic opportunity for the underserved and economically challenged. The university's faculty and staff have collectively worked over the past twelve years with community residents, professional experts, government agencies, civic leaders and faith community in the nine west Louisville neighborhoods to 1) help raise the consciousness of the public and private sectors to the importance of human revitalization; 2) help educate and influence public official and private citizens to make changes that impact community capacity building and creates long-term economic value that benefits all elements of the community; 3) undertake and promote research and demonstration projects responsive to social and human equity issues. Beyond the financial resources that the university has allocated to the SPI, I am proud to share that SPI highlights over the years revealed 1) 21,000 instances of student engagement representing over 250,000 hours of community services; 2) 4,200 instances of faculty and staff engagement with community projects in west Louisville; 3) 200+ community partner organizations working with UofL and the residents of west Louisville; and 4) UofL has garnered over \$30 million grants and contracts for service and research projects that directly benefit west Louisville

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P: 502.852.6026 F: 502.852.2116 W: louisville.edu

residents. We anticipate similar success via our new collaboration/partnership with the Re:Land Group in the Park-Hill neighborhood/community.

In support of the Re:Land Group proposal to Louisville Metro Government the University of Louisville will:

- Collaborate with the RE:Land Group to provide programming support in the areas of instruction, research, and service for the benefit of residents and businesses located in the Park-Hill neighborhood/community;
- Partner with Re:Land Group and residents of Park-Hill in the exploration and exchange of concrete and effective strategies for leveraging place-based power in creating equitable responses to community needs;
- Partner with Park-Hill community residents, civic and government leaders, and the private sector to build an educated and skilled workforce that can compete and prevail in the knowledge-based economy;
- Partner with Re:Land Group, business leaders, government agencies in the development of vibrant and diversified mix of economic activities necessary to increase opportunities for employment and an improved standard of living;
- Partner with social-service institutions in Park-Hill to promote social wellbeing and harmony;
- Partner with existing and new health-care institutions and providers in the Park-Hill community to eradicate health disparities and inequities;

Our current pandemic experience teaches us that place and relationships are central to our communal flourishing. The university's past success working within our metro-Louisville and regional communities further notes the importance of place-based community engagement strategies designed around the principle that communities and higher education institutions should work in long-term partnership to identify pathways to greater equity, justice, and sustainability. Our university stands ready to embrace a partnership with the Re:Land Group and its potential work within the Park-Hill community. Do feel free to contact me at r0fitz01@louisville.edu should you have additional questions and or require additional information.

Respectfully submitted,



Dr. Ralph Fitzpatrick, Sr.

Vice President for Community Engagement

Cc. Dr. Neeli Bendapudi, President
University of Louisville

Cc. Mr. Michael W. Smith, Chief of Staff & External Affairs
University of Louisville

Cc. Mr. Mark J. Watkins, Chief Operating Officer
University of Louisville



**We can only
imagine... what
the Park Hill
community is
about to imagine
with us.**

Park Hill Neighborhood

Rhodia Property



Section 08

Summary

Summary

The opportunity for our great city of Louisville to transform is in many ways premised on the transformation of this culturally rich neighborhood of people and businesses. The Rhodia property is just one building block in what Re:land and its partners believe can start a ripple. A ripple of hope, opportunity, investment, jobs, and inspiration for the residents of Parkway Place, the greater Park Hill community, and our city.

Re:land hopes it is clear to the Selection Committee and most importantly, the Parkway Place and greater Park Hill residents and businesses, that what has seemed to be impossible for decades is absolutely possible. Our vision of a culturally rich, socially just destination full of real promise will happen with:

1. The Parkway Place and greater Park Hill communities leading development through teaching all of us about a culture waiting for barriers of opportunity to be broken;
2. A Metro Government that partners to make opportunity more readily available for the Parkway Place and greater Park Hill communities; and
3. A development group and its partners who actually see a great community and want to learn from that community, invest in that community, and ensure that community is still there flourishing, for many years to come.

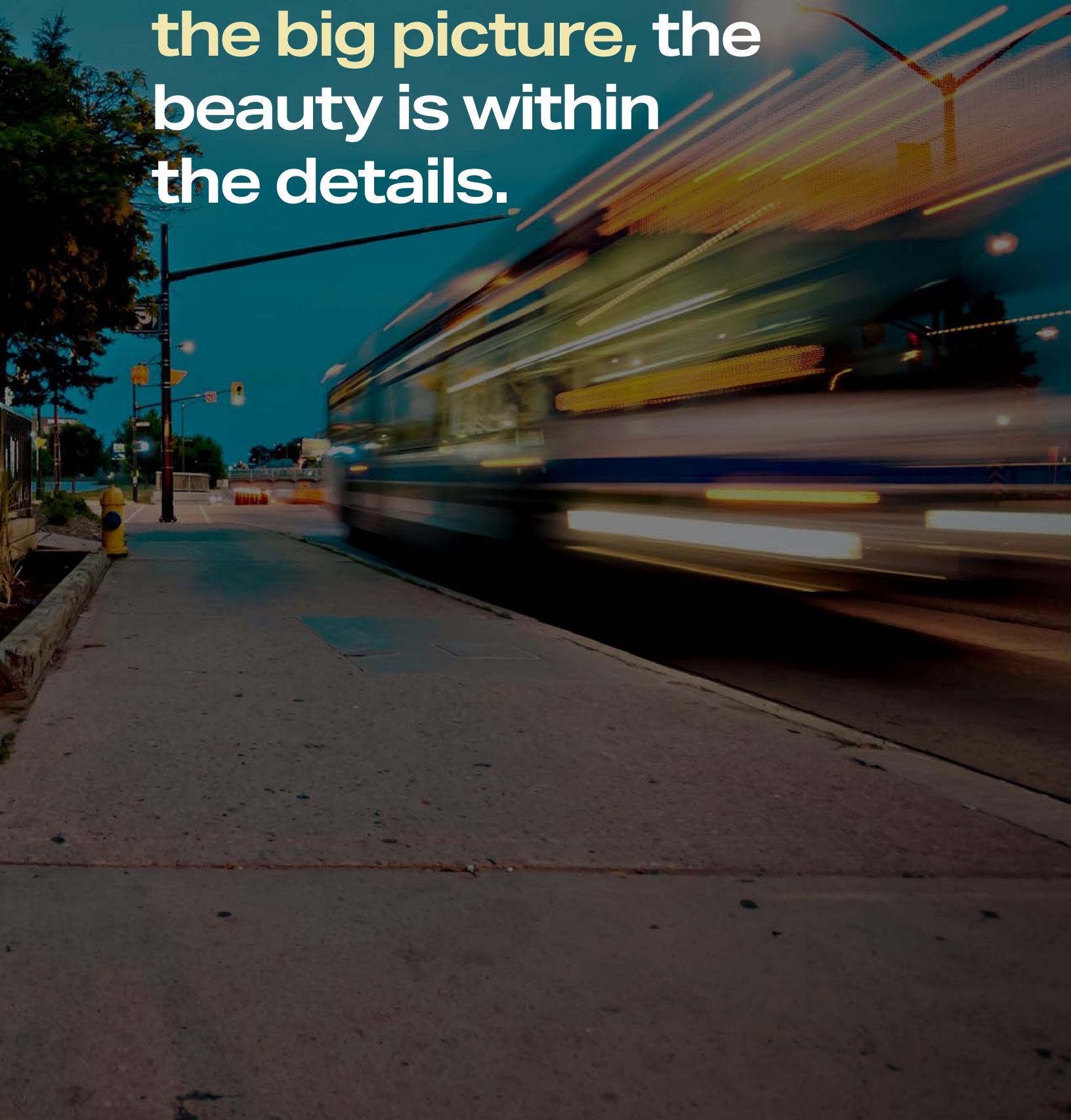
Re:land has been thinking about the possibilities for this forgotten community for almost a year. Our formation was based on a rather large gap that we observed —and that gap is intentionality to keep neighborhoods intact in developments in the West End of our city. Re:land has an incredible group of partners that make up our team and additional community partners who also believe in being intentional. However, our core is the belief in the promise of the people of Parkway Place and the greater Park Hill community. If you cannot see that same promise in people, then you should not be allowed to develop in those communities.

We have gotten input from key residents and leaders in Park Hill and have put intentionality behind this proposal. We believe in a holistic plan that ensures a sustainable vibrant community that does not have to leave due to gentrification. Every neighborhood in our city deserves the type of housing and amenities that most of us take for granted — and we believe we should take this development even further.

Re:land realizes this vision cannot be done alone and there are numerous other parties, including Louisville Metro Government, that must share our vision and the desire to do the impossible. Collectively we must be as courageous as the people of Parkway Place and the greater Park Hill community have been for decades.

We are thankful for the opportunity to submit this statement of interest and we look forward to the process ahead to do right by the residents of Parkway Place and the greater Park Hill community.

**When it comes to
the big picture, the
beauty is within
the details.**



Park Hill Neighborhood

Rhodia Property



Addendums

Exhibits to Consider / Legal

LOUISVILLE METRO GOVERNMENT
GOOD FAITH EFFORTS ("GFE")
SUBCONTRACTOR AND SELF-PERFORM WORK LIST

**THIS FORM MUST BE COMPLETED IN ITS ENTIRETY
FAILURE TO DO SO, THIS FORM WILL BE REJECTED**

DUE WITH BID DOCUMENTS ON BONFIRE. ALLOW HRC TO VIEW DOCUMENT.

Bidder Name:	Re:Land Development	Total Bid Amount:	TBD
<input checked="" type="checkbox"/> MBE	<input type="checkbox"/> FBE	<input type="checkbox"/> HBE	<input checked="" type="checkbox"/> Local Vendor
Bid Number:	200168	Email Address:	james@reland.group
		Project Name:	Development of 1495 S. 11th Street

For more information about this form contact Louisville Metro Human Relations Commission • 745 W. Main Street, Suite 251 • Louisville, KY 40202 • 502-574-3631 phone • 502- 574-4332 TDD

DIVISIONS OF WORK (BIDDER WILL SELF-PERFORM)					DIVISIONS OF WORK (UNDETERMINED WHO WILL PERFORM)				
ALL <input type="checkbox"/> [CHECK HERE IF YOU ARE NOT SUBCONTRACTING ANY WORK]									

SUBCONTRACTOR INFORMATION

LEGAL BUSINESS NAME & CONTACT PERSON'S NAME	STREET ADDRESS	CITY	ST	ZIP	Federal Tax ID #	Email Address	LOCAL VENDOR SUPPLIER	SUPPLIER	DIVISION OF WORK	SUB AMOUNT	% of Total Bid	CERTIFIED SUBCONTRACTOR		
												MBE GOAL (15%)	FBE GOAL (5%)	HBE GOAL (5%)
Luckett & Farley Development							<input checked="" type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tim Pitcher	737 S. Third Street	Louisville	KY	40202	?	her@luckett-farley.			co-developer	TBD				
CityVisions Associates							<input checked="" type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bill Weyland	815 W. Market St, Suite 110	Louisville	KY	40202	28-2330185	@cityvisionsassoci			co-developer	TBD				
Luckett & Farley Architects & Engineers							<input checked="" type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aric Andrew	737 S. Third Street	Louisville	KY	40202	61-0288490	rew@luckett-farley			ect and engineer of r	TBD				
Shrewsbury & Associates, LLC							<input checked="" type="checkbox"/>	<input type="checkbox"/>				<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Joseph Wiesinger	9700 Park Plaza Avenue	Louisville	KY	40241	35-2146420	singer@shrewsusa			civil engineering	TBD				
Impact Strategic Consulting							<input type="checkbox"/>	<input type="checkbox"/>				<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spurgeon Robinson	7205 Alameda Rd, Suite 30124	Houston	TX	77230	33-1153997	on@mpact-consulti			vironmental engineer	TBD				
Onion Flats							<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tim McDonald	111 W. Norris Street	Philadelphia	PA	19122	?	tm@onionflats.com			designer of record	TBD				
Total														

Signature of Company Official:

Printed Name: James Beckett

Date: 17-Jun-20

Office Use Only

Form Status:

- ☐ Complete
☐ Incomplete (reason form was rejected)
☐ Signature missing
☐ Subcontractor information not completed
☐ Bidder information not completed
☐ Division of work section not completed

**LOUISVILLE METRO GOVERNMENT
GOOD FAITH EFFORTS ("GFE")
MFHBE SUBCONTRACTOR GFE LOG**

	DUE WITH BID DOCUMENTS ON BONFIRE. ALLOW HRC TO VIEW DOCUMENT.			
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Bidder Name:	Re:Land Development	Bid Total:	TBD			
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Bid Number:	200168	Project:	Development of 1495 S. 11th Street		
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Fax or mail this form to Louisville Metro Human Relations Commission • 745 W. Main Street, Suite 251 • Louisville, KY 40202 502-574-3631 phone • 502-574-3577 fax • 502-574-4332 TDD

[illegible]

Other Good Faith Efforts (Attach Supporting Documentation)	

Signature of Company Official:	
Printed Name:	James Beckett

Date: 17-Jun-2020			
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VENDOR INFORMATION & SIGNATURE

Full Legal Name of Bidder: Re:land Group, LLC

Address: 10509 Jimson Pool Street
Prospect, Kentucky 40059

E-Mail Address: james@reland.group

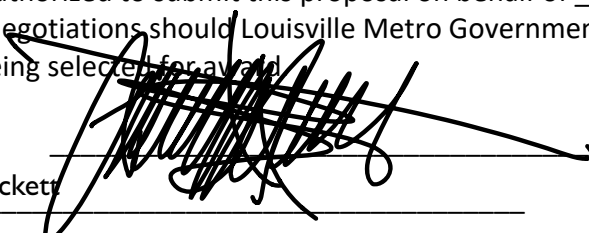
Telephone: 502-518-4653

Metro Louisville Revenue Commission Number: 1012-722978

Federal ID Number: 84-3363821

DUNS Number: _____

The following individual is authorized to submit this proposal on behalf of Re:land Group, LLC and enter into subsequent negotiations should Louisville Metro Government determine our firm reasonably susceptible of being selected for award.

Authorized Agent Signature:  _____

Printed Name: James H. Beckett

Title: Managing Partner

Date: June 16, 2020

To be completed by Louisville Metro Government only if Bidder is awarded a contract under this Bid.

A contract is awarded by Louisville Metro Government to Bidder according to the terms and conditions of RFP _____.

Joel Neaveill
Purchasing Director

Date: _____

Contract Term: Effective Date _____ Expiration Date: _____

Items Covered: _____

Renewal Option _____

The Metro Government may renew contracts for a period of one (1) year and from year to year thereafter, upon the same terms and conditions as the original contract, if such renewal or extension is agreed to by the contractor. Total contract period cannot exceed five (5) years. Written notice of Metro Government's intention to renew will be sent prior to the expiration date.

Solicitation/Contract #: 200168

**REQUIRED AFFIDAVIT FOR BIDDERS, OFFERORS AND CONTRACTORS CLAIMING
RESIDENT BIDDER STATUS**

The bidder or offeror hereby swears and affirms under penalty of perjury that, in accordance with KRS 45A.494(2), the entity bidding is an individual, partnership, association, corporation, or other business entity that, on the date the contract was first advertised or announced as available for bidding:

1. Was authorized to transact business in the Commonwealth; and
2. Had for one year prior to and through the date of advertisement
 - a. Filed Kentucky corporate income taxes;
 - b. Made payments to the Kentucky unemployment insurance fund established in KRS 341.49; and
 - c. Maintained a Kentucky workers' compensation policy in effect.

The Metro Government reserves the right to request documentation supporting a bidder's claim of resident bidder status. Failure to provide such documentation upon request shall result in disqualification of the bidder or contract termination.



Signature

James H. Beckett

Printed Name

Managing Partner

Title

6/16/20

Date

Company Name

Re:land Group, LLC

Address

10509 Jimson Pool Street

Prospect, Kentucky 40059

Subscribed and sworn to before me by

James H. Beckett Managing Partner
(Affiant) (Title)

of Re-land Group LLC this 16th day of June, 2020
(Company Name)



Notary Public

[seal of notary]

My commission expires: 8-14-2023

Notary ID 628343

ACKNOWLEDGEMENTS & PREFERENCE APPLICATION

I acknowledge receipt of the following Addenda:

Addendum #1: ☒

Addendum #2: ☒

Any Additional Addenda: # _____

Minimum Wage Preference: I certify that my business pays all full-time employees of the company, regardless of position or location, at least \$10.10 per hour and wish to be certified as a minimum wage business for this Proposal. Further, I acknowledge that if awarded the contract and if it is later discovered that such information was falsely provided, my business will be liable to the Louisville Metro Government equal to 30% of the amount of the contract so awarded. (LMCO §37.56)

Yes: ☒ No: ☐

Local Vendor Preference: I certify that my business meets the requirements for designation as a local vendor as described in Section I of this Proposal and wishes to receive the Metro Government's Local Vendor Preference. Further, I acknowledge that if it is discovered that Local Vendor Preference was granted based upon false information provide by Vendor, Vendor shall be subject to a fine equal to 25% of the total contract. (LMCO §37.03)

Yes: ☒ No: ☐